

# *Simplicity*



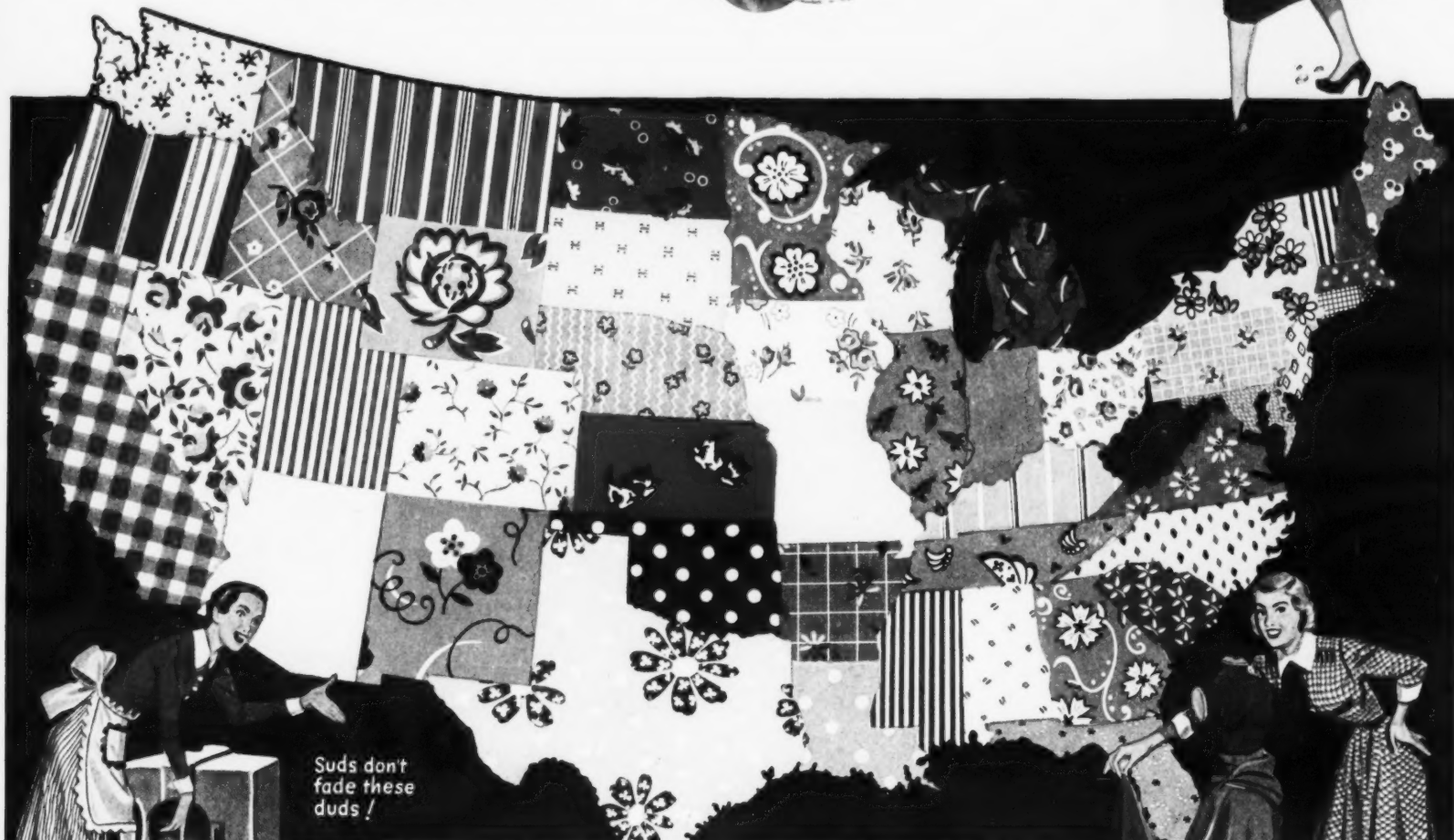
THE FASHION MAGAZINE FOR WOMEN WHO SEW

1952 FALL AND WINTER PATTERN BOOK

35c

*All over the world it's*  
**COTTON PICKING TIME**  
*and smart women are picking*

**E & W QUADRIGA** *The world's finest cotton*



Suds don't fade these duds!

New fashions take extra yardage and I get it for pennies!

Quadriga colors are sun-fast, too!

This is important, too!

and this!

Also ask for E & W Quadriga Shirts for Men and Boys—E & W Dorna Gordon and Jane Clay Dresses—E & W Quadriga Pajamas—E & W Quadriga Spring-Bak Shorts.



**ELY & WALKER**  
**St. Louis**





with  
**LANKENAU'S**  
**FALL FABRICS**  
that do everything  
but make  
themselves

Simplicity Pattern No. 4002-U1

*Rich-Splash*... a wrinkle-resistant textured rayon fabric so different that it doesn't even resemble any other — the slubs are richest silk. A whole palette of Fall colors... luscious light shades for cruise wear... and a full 45" wide.

Simplicity Pattern No. 3982

*Hi-Plaidie*... solution-dye miniature Tartans (that means the dye is *in*, not *on* the yarn) with the look and feel of fine worsted, and a color brilliance never before possible. Exciting new tone combinations... completely washable, fade-proof and wrinkle-resistant... 56" wide!

**Lankenau** CO., INC. 1450 BROADWAY • NEW YORK 18, N.Y.



**LORETTE** — Milliken's new fabric sensation! 55% Orlon, 45% Wool—that washes like stockings. Pleats stay in even after washing! Never loses its fine texture and hand. Will not sag or stretch. Looks and feels like luxury worsted. It saves you money.

AFTERNOON DRESS IN CUENELLA: SIMPLICITY PATTERN 3920



**B**lends go everywhere...  
do everything.

**M**illiken fabric magic  
for the home sewer.



TWO-PIECE DRESS WITH JACKET IN ABBEY FLANNEL: SIMPLICITY PATTERN 8405

**Right: ABBEY FLANNEL**—Milliken combines Acetate and Rayon in a fabric of quality, economy and fashion! Yarn-dyed for rich, vibrant colorings in smartly styled, coordinated plains and fancies. Two-ply yarns give extra wear to this fine, crisp dress fabric, and Milliken's Milliset finish offers superior wrinkle resistance.

**Left: CUENELLA**—87½% Wool enriched with 12½% Nylon—a dress crepe. Sheerer, finer in texture, with concealed strength in its soft hand, Cuenella needs less pressing, reduces valet bills. Doesn't "sit out"—travels well, packs successfully—wears longer.

*Milliken*

1407 Broadway, New York 18. Leadership in combining natural with man-made fibers



# CROMPTON

*makes it SO easy to SEW with*

Whalebone Cordurella®...

*the new Paris-inspired*

*wide-ribbed corduroy*



You'll never believe it was *possible* to make such wonderful clothes yourself until you sew with Crompton's new Whalebone Cordurella. This rich, unusual corduroy has the look of cut-velvet. It's one of Crompton's famous wide-wales that have given corduroy a NEW look... a NEW depth... a NEW extravagant personality. Look for the name CROMPTON on fine, fashion-flair corduroys... featuring Crompton Cordurellas in a variety of constructions. Also the most luxurious Crompton Velveteens and Velvets. For pattern number write CROMPTON-RICHMOND CO., INC., 1071 Avenue of the Americas, New York 18, N. Y.

Also Makers of the Finest Velveteens and Velvets





**Bless the dress**

**you needn't press!**

Bates Disciplined Fabric releases creases—*just hang it up!* It resists dirt, perspiration, mildew . . . washes easily, dries fast, never needs starch, irons smooth with a single stroke. (Because it stays so smooth and clean, you get more wearings between washings.) It's colorfast, permanently shrinkage-controlled. And all the Disciplined advantages are permanent!

*This dress cost less than \$7.00 to make from Simplicity Pattern 3827*

Bates new Disciplined plaid looks like a fine wool twill, feels like silk, is actually all-combed cotton "made to behave!" It cuts and sews beautifully, is wonderful and wearable 12 months a year, saves you money and time. Bates new Disciplined Fabrics in plaids, prints and solid colors by-the-yard at fine stores.

**JUST HANG IT UP!**



 **Bates**

**DISCIPLINED FABRIC®**

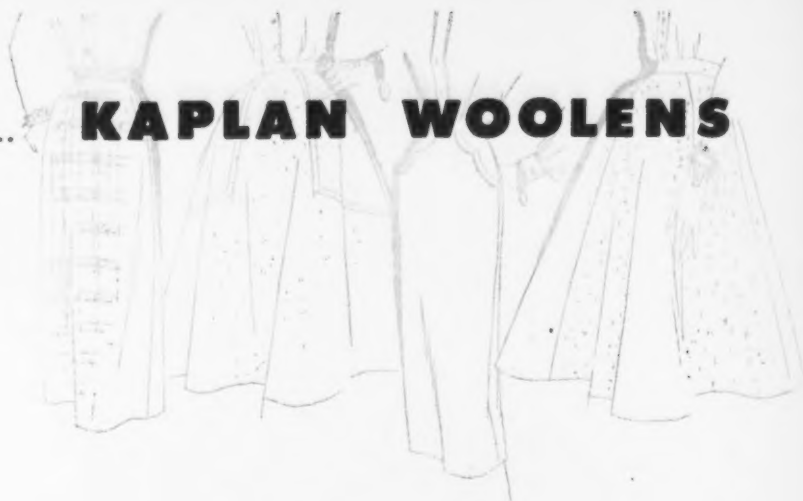
BATES FABRICS, INC., 80 WORTH STREET, NEW YORK 13



for the **skirts** in your life.....

**KAPLAN WOOLENS**

*Lastingly beautiful...wonderfully  
soft fabrics, woven of purest wool in  
Autumn's rich, blendable colors and fashion's  
smartest textures. So sew-easy to tailor  
into skirts that will "do things"  
for your separates wardrobe  
now, and for seasons  
to come.*

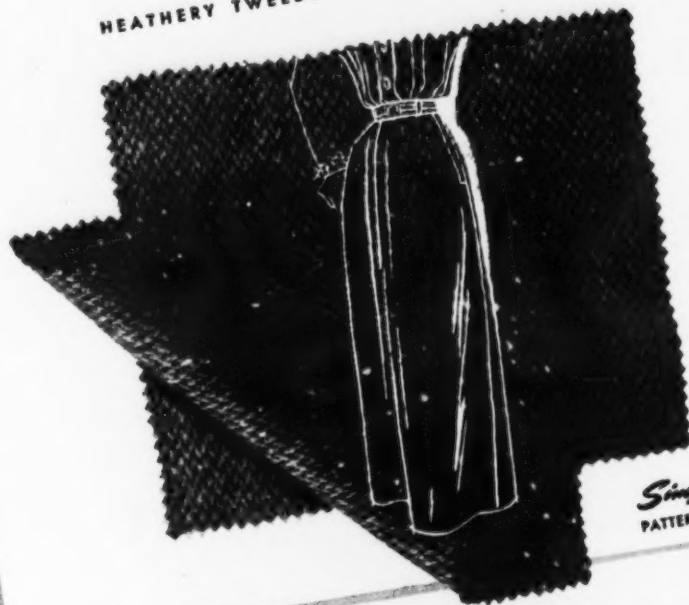


**AUTHENTIC CLAN PLAIDS**



*Simplicity*  
PATTERN No. 4012

**HEATHERY TWEEDS**



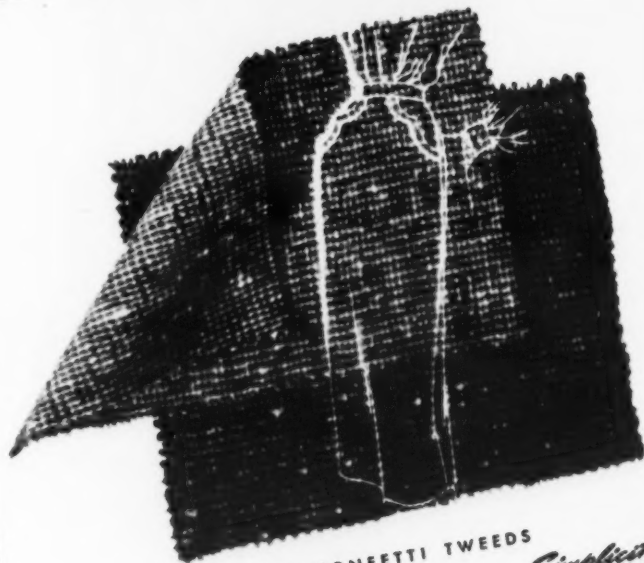
*Simplicity*  
PATTERN No. 4011

**MULTICOLOR  
DONEGALS**



*Simplicity*  
PATTERN No. 4013

**COLORFUL CONFETTI TWEEDS**



*Simplicity*  
PATTERN No. 3983

at your favorite fabric counter..... **KAPLAN WOOLENS** 220 WEST 40th STREET, NEW YORK 10

*Back to School in High Fashion...the economy Way!*

# SPRINGMAID *Spring Knight*

SANFORIZED BROADCLOTH

Lustrous SPRING KNIGHT broadcloth is Sanforized, so that cut size is fitted size. In a wide range of 28 washable eye-catching colors...priced amazingly low!

THE Springs Cotton Mills  
Lancaster, S. C.



28 washable  
eye-catching colors

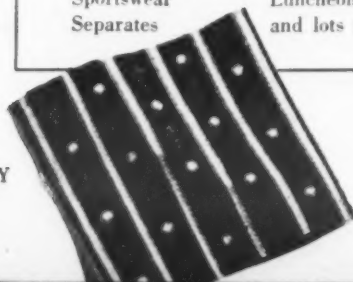
- MINT
- AQUA
- PINK
- NAVY
- GOLD
- PURPLE
- BROWN
- SUNSET PINK
- FOREST GREEN
- BLUE TURQUOISE
- CHARTREUSE
- LIGHT BLUE
- SKIPPER
- CITRON
- CORAL
- BLACK
- RED
- COPEN
- LILAC
- STEEL GREY
- BEIGE
- DEEP SEA-BLUE
- MAIZE
- SILVER GREY
- WHITE
- KELLY
- CARAMEL
- CARNATION

*Spring Knight*

BROADCLOTH IS IDEAL FOR.

Dresses also: Housecoats  
Children's Wear Men's Shirts  
Pajamas Curtains  
Sportswear Luncheon Sets  
Separates and lots more!

*Spring Knight* PRINTED BROADCLOTH IS ALSO  
AVAILABLE IN A HOST OF STRIKINGLY  
BEAUTIFUL DESIGNS.



Springmaid®  
Spring Knight®



# SAG-NO-MOR

wool jersey

by

Wynne

## A Step Forward for Fall

### Jersey Polka Dots

A fashion feature  
in SAG-NO-MOR,  
"Jersey at its Best."

Coordinated plains and fancies,  
smart new colors

in jersey that keeps its shape  
and drapes to your advantage.  
It's light in weight, firm bodied,  
easy to cut and sew.

Ask salesperson for tearsheet,  
"How to Handle Sag-No-Mor Professionally,"  
from booklet at end of bolt  
or write for it —  
mentioning city nearest you,  
enclosing a  
self-addressed envelope.

Simplicity Pattern 3972



# "Seasonall"

the new and stimulating

## Everglaze\* WOVEN COTTONS

by J. P. STEVENS



The remarkable new year 'round fabrics you'll hear talked about this season. So different, so skillfully handled you'd never suspect they are cottons. They tailor like fine tweed and are an equally smart, long-term investment.

Extra *big* dividends—all their desirable "Everglaze" properties: guaranteed washable or dry cleanable • cut and tailor perfectly with ease • wrinkle-resistant, practically self-tending • spot, soil, stretch and shrink resistant • amazingly durable • assurance that their remarkable liveliness and crispness are yours for the life of the fabric.

Simplicity Pattern  
One-Piece Dress 3973



\*A trade-mark signifying fabric finished and tested according to processes and standards controlled and prescribed by Joseph Bancroft & Sons Co.

"Seasonall"—newest "Everglaze" cottons for fall and winter now at your favorite store.



# So Easy to be SMART and ORIGINAL in self-created FIESTA FELT fashions



**Discovered by the Designers . . .  
"A Find" for the Woman Who Sews!**

Beautiful in swirling skirts, jaunty coats, boleros and accessories, always dramatic in applique, FELT has won the hearts of the designers and been invited into home sewing rooms everywhere. Small wonder, for beautiful FIESTA FELT comes in

## **Dozens of Glorious Costume Colors**

Rich, full valued hues and soft pastel tints to combine with dark shades in sports, street or evening costumes. Here's a wealth of opportunities for the creative home dressmaker! She may choose her colors to harmonize or contrast; she may applique in floral, geometric or pictorial designs, pipe edges or face stand-up collars—and what's to keep her from just leaving it plain? FIESTA FELT is downy—100 per cent wool, and long, long wearing!

## **Amazingly Simple to Convert into Costume Successes**

Cut FIESTA FELT quickly, seam it up, attach belt or collar, apply any gay designs you choose, or keep it plain—and WEAR IT. Because FIESTA FELT does not ravel, you need never hem, face or bind edges, merely pink the seams—if you wish. Because all FIESTA FELT comes in 72-inch width, you can cut to excellent advantage, saving many stitches. Just one width of FIESTA FELT, for instance, makes a glamorous circular skirt! There's neither a "length of the goods" nor a right and wrong side to limit you in utilizing the last scrap. Cuts easily, surely, without slipping through your shears or pulling away from pattern. A few swift stitches and your applique stays "put." Felt clinging to felt.

Once you've made and worn a smart FIESTA FELT costume, or combined this easily workable material with velvet or soft evening stuffs, you'll go on and on creating FIESTA FELT dressmaker triumphs! Send today for the Fashion Idea Folder and start now to have fun with FIESTA FELT.

FIESTA FELT for Fashions—A Product of the Western Felt Works, Chicago.



# Fiesta FELT

WESTERN FELT WORKS (Div. of Fashions)  
4029 Ogden Ave., Chicago 23, Illinois

Please send illustrated folder showing alluring ideas, pattern numbers, specifications and nearest department store featuring FIESTA FELT.

Your Name .....

Address .....



Sleeveless turtle-neck blouse—the fancy felt Fiesta Felt skirt showing very elegant French poodles and a wavy line of black braid trimming. Blouse: Heller's worsted jersey.

Simplicity  
3953

# CONE VELLETTE

*Conelette of Fashion*

*Makes cozy winter sleeping*

Dream up the nicest, toastiest nightwear your family ever slept or lounged in. It's easy to sew your own with famous Cone Velvelette® the fashion favorite for frosty nights . . . the health fabric that helps keep colds away. Ask your local store now to show you all the new prints and all the lovely solid colors of Cone Velvelette®.



Simplicity  
Pattern  
3734



Simplicity  
Pattern  
3377



Simplicity  
Pattern  
3292



Guaranteed by  
Good Housekeeping  
NOT AN ADVERTISED TRADING



Make your own

# Poodle Spencer

Look like a million...for less than \$10.00

Poodle is still top dog  
in Lady Fashion's eye.

Here is Hanora's  
latest Poodle Cloth  
in delightful flecked mixtures  
of warm Fall colors.

Whether you're planning a Spencer,  
a coat, a skirt, or sportswear,  
you'll find this Poodle,  
like its namesake,  
a lady's best friend.



Poodle Spencer  
Simplicity  
Pattern 3965



no dry cleaning

... no pressing

It's the magic  
of 100% ORLON\*  
in Hanora's exclusive

## Orella® THE washable fleece



Imagine  
a winter  
coat that  
washes like  
a pair of hose  
and hangs to  
dry after  
a quick rinse.

Orella is the fleece  
you'll want for  
weightless warmth  
...for effortless sewing  
...in six new  
Fall colors.

Ask at the fabric  
counter of your favorite  
store for Orella,  
Hanora's newest  
'ashion-first.

Princess Coat  
Simplicity  
Pattern 4022

for fabrics to excite  
your sew-magination...

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fabrics company inc.  
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Send me Orella washability test kit, style suggestions, and sewing hints,  
and tell me name of nearest dealer.

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City \_\_\_\_\_

State \_\_\_\_\_

\*Du Pont's acrylic fiber

HAT -  
pattern # 4067

JACKET -  
pattern # 3790

SKIRT -  
pattern # 4012

# go Continental

WITH **VEL-FEL** FELT

Home-Sew this Easy-to-Make  
"Continental" Skirt, Jacket and Hat  
—using Simplicity Patterns!

There is a brilliant season ahead for these wardrobe-welcome,  
Continental Felt Separates styled by Simplicity!

With VEL-FEL the garments will drape into soft, graceful folds, highlighted by the sheen of its luxurious fibre-free finish. And they are so simple to hand-sew—so quick to complete—no hems, no linings, no facings, no needle skill for a satisfying, professional result *at small cost*.

Use harmonizing or contrasting colors of your choice from Continental's exciting selection of fashion-favored shades.

Ask for VEL-FEL where you buy your fabrics. It's long wearing, 100% wool, 72" wide. Look for the name VEL-FEL on the selva—its your assurance of superior quality.

CONTINENTAL **FELT** COMPANY, INC. 1905  
22-26 WEST 15TH STREET  NEW YORK 11, N. Y.





# It's WASHaFLAN\* the Sanforlan® Washable Wool Flannel by **LEBANON**

for your home sewing

Look what's come out of the washtub! It's Wool Flannel . . . and it doesn't mat, felt or shrink out of fit! That's because it's WASHaFLAN, an 85% wool 15% nylon blend that takes to the basin or washing machine as naturally as nylon . . . comes off the line soft and downy and the same shape as before.

Sanforlan Washable Wool Jersey, too, takes kindly to hand-laundering. It's good company for WASHaFLAN when you sew the pretty, practical outfits shown here. Both fabrics popularly priced by the yard, at fine stores listed, or write for store nearest you to Lebanon Jersey Corp., 450 Seventh Avenue, New York, N. Y.



## Simplicity Patterns —

#3980 Turtleneck Blouse of Sanforlan Wool Jersey

#3981 Skirt of WASHaFLAN

#3968 Jumper of WASHaFLAN

#3986 Child's Jacket of WASHaFLAN

#3987 Child's Skirt of WASHaFLAN

Abertown, Wash. — Geo. J. Wolf Co.  
 Albany, N.Y. — West & Golding  
 Alexandria, La. — Shropshire's Dry Goods  
 Ames, Iowa — Shropshire's Dry Goods  
 Antigo, Wis. — Shropshire's Dry Goods  
 Appleton, Wis. — Shropshire's Dry Goods  
 Arcadia, Calif. — Empire Silk Store  
 Atlanta, Ga. — Rich's, Inc.  
 Aurora, Ill. — S. S. Seidenbaugh & Co.  
 Baltimore, Md. — Hochschild, Kohn & Co.  
 Battle Creek, Mich. — Probans's Quality Fabrics  
 Battle Creek, Mich. — L. W. Robinson Co.  
 Beckley, W. Va. — The Piece Goods Shop, Inc.  
 Beirut, Mass. — The Piece Goods Shop, Inc.  
 Bethesda, Md. — Woodward & Lothrop  
 Blackfoot, Idaho — C. C. Anderson  
 Bloomington, Ill. — Woodward & Lothrop  
 Boise, Idaho — C. C. Anderson Co.  
 Boston, Mass. — Jordan Marsh Co.  
 Bridgeport, Conn. — D. M. Read Co.  
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 Canton, Ohio — Starks Dept. Store  
 Casper, Wyoming — Kassin Dept. Store  
 Champaign, Ill. — W. Lewis & Co.  
 Charleston, W. Va. — The Piece Goods Shop  
 Charlotte, N. C. — Elrod's Dept. Store  
 Chelmsford, Wash. — Nucc's Dept. Store  
 Chevy Chase, Md. — Woodward & Lothrop  
 Cheyenne, Wyoming — The Fashion  
 Chicago, Ill. — Carson, Pirie Scott & Co.  
 Chicago, Ill. — The Fair  
 Chicago, Ill. — Mandel Brothers, Inc.  
 Cincinnati, Ohio — The McAlpin Co.  
 Cincinnati, Ohio — Jones Shultz Co.  
 Clayton, Mo. — Weisk's  
 Cleveland, Ohio — May Co.  
 Cleveland, Ohio — Wm. Taylor Son & Co.  
 Columbus, Ohio — F. & B. Lazarus Co.  
 Dallas, Texas — Titchie-Gottlinger Co.  
 Danville, Ill. — Mays Bros.  
 Dayton, Ohio — The Home Store  
 Denver, Colo. — Denver Dry Goods Co., The  
 Denver, Colo. — Frederick's Fabrics, Inc.  
 Denver, Colo. — May Company  
 Detroit, Mich. — Crowley Miller Co.  
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 Elkhart, Indiana — Ziesel Brothers Co.  
 Erie, Pa. — Trask, Prescott & Richardson Co.  
 Eugene, Ore. — Health's Wonder Fabrics  
 Evansville, Indiana — L. S. Scher Co.  
 Everett, Wash. — Bon Marche Dept. Store  
 Everett, Wash. — Miller Mercantile Co.  
 Evansville, Ind. — The Fair  
 Fall River, Mass. — R. A. McWhirr Co.  
 Flint, Mich. — First-Detroit Woolen Co.  
 Flint, Mich. — Martin D. G. Co.  
 Fort Wayne, Indiana — Wolf & Dessauer  
 Framingham, Mass. — Jordan Marsh  
 Fremont, Neb. — Geo. Schwager's Sons, Inc.  
 Fresno, Calif. — Geo. Schwager's Sons, Inc.  
 Fullerton, Calif. — Empire Silk Store  
 Fulton, Mo. — W. E. Blalock & Son  
 Gary, Indiana — H. Gordon & Sons  
 Grand Forks, N. D. — R. E. Griffith Co.  
 Grand Junction, Colo. — C. C. Anderson  
 Grand Rapids, Mich. — Wurzburg Co.  
 Grants Pass, Ore. — Golden Rule Store  
 Great Falls, Mont. — The Paris  
 Greenfield, Mo. — Buttery Associates, Inc.  
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 Greensboro, N. C. — The Meyers Co.  
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 Hartford, Conn. — Sage, Allen & Co.  
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 Indianapolis, Indiana — H. P. Wasson & Co.  
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 Johnston, Pa. — Penn-Tuff Co.  
 Kalamazoo, Mich. — Gilmore Brothers  
 Kalamazoo, Mich. — Probans's Quality Fabrics  
 Kansas City, Mo. — Fabrics for Fashion  
 Kansas City, Mo. — Jones Store Co.  
 Lafayette, Indiana — Bargain Center  
 Lake Charles, La. — Muller's  
 Lancaster, Pa. — Watt & Shand  
 Las Vegas, Nev. — Kay's Fabrics  
 Lebanon, Ore. — Britton's Dept. Store  
 Lewiston, Idaho — C. C. Anderson  
 Lincoln, Neb. — Miller & Payne, Inc.  
 Logan, Utah — C. C. Anderson  
 Los Angeles, Calif. — The May Co.  
 Los Angeles, Calif. — May Co.-Croschaw  
 Los Angeles, Calif. — May Co.-Lakewood  
 Los Angeles, Calif. — May Co.-Wilshire  
 Louisville, Tenn. — The Cloth Shop  
 McGregor, Iowa — A. A. Hanning  
 Medford, Ore. — Mann's Dept. Store  
 Milwaukee, Wisc. — Boston Store  
 Minneapolis, Wisc. — Gimbel's  
 Minneapolis, Minn. — The Dayton Company  
 Minneapolis, Minn. — L. S. Donaldson Co.  
 Minneapolis, Minn. — Powers Dry Goods Co.  
 Nashville, Tenn. — Loveman, Berger & Teitelbaum  
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 New Rochelle, N.Y. — Bloomingdale Bros.  
 New Rochelle, N.Y. — Bloomingdale Bros.-Fresh Meadows  
 New Rochelle, N.Y. — Gertz, Flushing  
 New Rochelle, N.Y. — Gertz, Jamaica  
 New Rochelle, N.Y. — Stern Bros.  
 Northgate, Wash. — The Bon Marche  
 Norwalk, Conn. — Empire Silk Store  
 Oak Park, Ill. — Kahn's  
 Oak Ridge, Tenn. — The Fair  
 Ogden, Utah — The Cloth Shop  
 Olympia, Wash. — Miller's  
 Omaha, Neb. — J. L. Branders & Sons  
 Parkersburg, W. Va. — The Piece Goods Shop, Inc.  
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 Pasadena, Calif. — Bullard's Pasadena  
 Paterson, N. J. — Quackenbush's  
 Peoria, Ill. — Block & Kuhl Co.  
 Philadelphia, Pa. — L. I. Bros.  
 Philadelphia, Pa. — Saitenburgh's  
 Pittsburgh, Pa. — Kaufmann's  
 Portland, Ore. — Meier & Frank Co.  
 Princeton, Indiana — Gilbert Stephens Co.  
 Providence, R. I. — The Shepard Co.  
 Provo, Utah — Taylor's  
 Racine, Wisc. — Zahn Dry Goods Co.  
 Rapid City, S. D. — Donaldson's  
 Richmond, Wash. — Gilson's Fabrics  
 Richmond, Va. — Miller & Rhoads  
 Roanoke, Va. — May's  
 Rochester, N.Y. — E. W. Edwards & Son  
 Rockford, Ill. — D. J. Stewart & Co.  
 Roswell, New Mex. — Needlecraft Shop  
 St. Louis, Mo. — Wicks's  
 St. Louis, Mo. — Bob Chis Fabrics  
 St. Paul, Minn. — The Emporium of St. Paul  
 St. Paul, Minn. — The Golden Rule  
 St. Paul, Minn. — Schuttmann's, Inc.  
 St. Petersburg, Fla. — Greenbaum's Fine Fabrics  
 Salem, Ore. — Joke's of Texas  
 San Antonio, Texas — Empire Silk Store  
 San Gabriel, Calif. — Chandler's Warp 'n' Wool, Inc.  
 San Mateo, Calif. — Levy's  
 Savannah, Ga. — M. S. Barney Co.  
 Schenectady, N.Y. — The Globe  
 Scranton, Pa. — The Bon Marche  
 Seattle, Wash. — MacDougal & Southwick  
 Seattle, Wash. — I. Kayser & Co.  
 Sooma, Mo. — Lumberman's Mercantile Co.  
 Shelton, Wash. — Stevens-Fryberger & Co., Inc.  
 Sheridan, Wyoming — Robertson Bros. Dept. Store  
 South Bend, Indiana — Geo. Wyman & Co.  
 Spencer, Iowa — The Bee Hive  
 Spokane, Wash. — The Bon Marche  
 Springfield, Ill. — Wausenberg's  
 Springfield, Mass. — Forbes & Wallace  
 Springfield, Mass. — Stenger's  
 Springfield, Mo. — Plummer's  
 Syracuse, N.Y. — Dry Bros.  
 Syracuse, N.Y. — E. W. Edwards & Son  
 Tacoma, Wash. — The Bon Marche  
 Tacoma, Wash. — Peoples Store  
 Tampa, Fla. — Maas Bros.  
 Toledo, Ohio — Lion Store  
 Topeka, Kansas — Luckin Dry Goods Co.  
 Tulsa, Okla. — Vandevors  
 Vincennes, Indiana — Fabric Shop  
 Vincennes, Indiana — Gimbel/Mond Co.  
 Warren, Ohio — Strouss, Hirschberg's, Griswold Store  
 Washington, D. C. — The Hecht Co.  
 Washington, D. C. — Woodward & Lothrop  
 Waterbury, Conn. — Bedford  
 Waterloo, Iowa — Black's  
 Whitler, Calif. — Empire Silk Store  
 Wilkes-Barre, Pa. — Fowler, Dick & Walker  
 Wilmar, Minn. — Ryan Fabric Shop  
 Worcester, Mass. — Corbain & McKay Co.  
 Youngstown, Ohio — Strouss Hirschberg Co.  
 Honolulu, T. H. — The Fair Department Store  
 Honolulu, T. H. — Kuni Dry Goods, Ltd.  
 Honolulu, T. H. — Pamaa Dry Goods  
 Wahiawa, T. H. — Cather's of Wahiawa

SHAPE IS THE FASHION

AND ARMO® INTERFACINGS

FASHION THE SHAPE.....



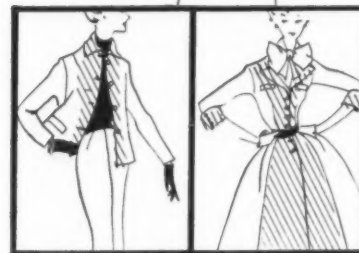
*Recommended in the Simplicity Patterns below...  
featured in this issue!*

8487



This season, more than ever before, fashion emphasis is on *shape*... that's why home sewn garments need Armo Interfacings for that "fine label" look. All the new details of dresses—crisp necklines, curved hiplines and fashion-full skirts take shape and keep it when Armo Evershape is under cover. Armo Hair Canvas gives permanent precision shape to coat and suit collars, lapels, pockets and all fashion features—through countless dry cleanings. Best of all, it's easy to use without complicated tailoring.

ARMO is pre-shrunk... recommended by Simplicity and all leading pattern companies.  
Sold at piece-goods counters everywhere or in the Dritz Package.



*How ARMO  
is used  
in garment  
construction.*



ARMO EVERSHAPE, the sheer canvas for all dresses  
ARMO HAIR CANVAS for coats and suits

For sewing hints, write to Dept. S. for Free Booklet,  
"Garment Construction by Armo"

SHEERR BROS. & CO., INC. 1407 BROADWAY, NEW YORK 18, N. Y.



# Only *National* gives you *Thread-O-Matic Tension*

*National's* wonderful thread-tension control! No numbers to remember! No adjustments to make!

**You'll sew better** with Thread-O-Matic Tension! Sheer chiffon, bulky worsted, stiff denim—you can sew them all without adjusting thread tension. Amazing Thread-O-Matic Tension does it for you. No annoying delays while you experiment with tension settings. No ripping out seams because the tension was improperly adjusted. No broken threads or skipped stitches. Try sewing on a National Rotary with Thread-O-Matic Tension. Once you've tried it you'll never be satisfied with any other sewing machine.

**You'll sew easier** with Thread-O-Matic Tension! Even if you've never sewed a stitch you'll quickly do beautiful work on a National. For the exclusive Thread-O-Matic Tension takes the guesswork out of sewing, makes it easier, more fun than ever. You never worry about changing thread tension for different fabrics, thread sizes and stitch lengths. You just thread your machine and sew. You automatically get the right tension for beautiful sewing. It's easy, carefree sewing. Try it yourself.

There's a beautiful *National* desk, console or portable sewing machine for every home and budget.

Sews forward and reverse

Fine, rotary sewing action

No numbers to remember

20-year written guarantee

Sews over pins and seams

Eye-saving sewing light

Sews perfect lock-stitch seam

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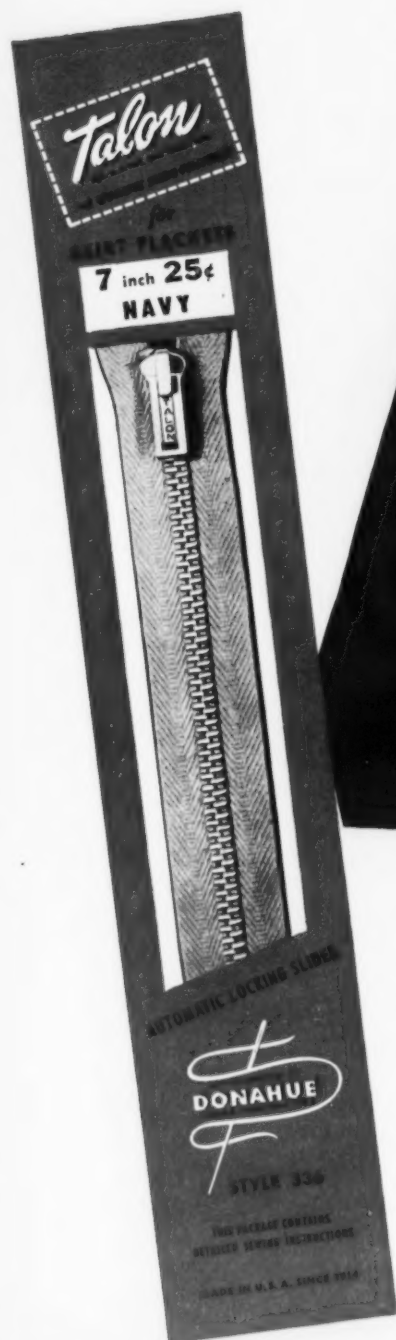
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# Simplicity

## PATTERN BOOK

FALL AND WINTER 1952



**COVER:** The Dress With a Suit Life — our classic dress with the crisp lines and tailored versatility of a suit. Featured in Botany wool "Tailorettes", interfaced with Armo's Hair Canvas, and worn over a washable petticoat of "Crinolast", Simplicity Pattern 3994, sizes 12-20, 35c.  
New for Fall — the touch of white at the neckline, interpreted in our white dickey, La Mode buttons, Uncle Sam umbrella, Hansen gloves, Calderon belt, John-Frederic's "Charmer" hat. Ektachrome by Plucer.

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EDITORIAL CONSULTANT: *Caroline Hutchins*

MANAGING EDITOR: *Betty Rolston* FABRIC EDITOR: *Rita Battistine*

EDITORIAL ASSOCIATES: *Katherine Rogers, Jane Egan*

ART ASSOCIATES: *Kate Bernhardt, Jacqueline Embree, Paul Vennick*

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The Big Story



Young Ideas



Simple to Make



The Informal Hostess

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# The Big Story...

## Fall '52

**Fashion:** The silhouette — modified . . . neither very bouffant nor very slim.

A new softness — in gently fitted suits, or the subtle drapery of an afternoon dress. Waistlines — everywhere, high in the empire styles, low in the middy styles. Skirts have easy fullness — are gored, pleated, or given back interest. Details — crisp, with decorative use of buttons and bright touches of white.

**Fabric:** The emphasis — washable winter fabrics . . . Fall cottons — in tweeds,

fancy corduroys, calico and Everglaze prints — any of which may be quilted. Woolens — many made washable and crease resistant through new finishes or blends with one of the miracle man-made fibres. Newsworthy — tweeds for suits and dresses, wool jersey, ribbed weaves, bright felts, rayon suitings with a worsted look, textured luxury coatings.

**Color:** The leader — black . . . combined with brilliant color in tweeds and

prints to give depth and richness. Black with white, too — or with colorful accessories. Look for Autumn — the golds, clear or dulled, going into shades of brown, beige, copper . . . greens, especially the olive and yellow greens . . . the dark reds, from magenta through to tones of plum or raisin . . . all blues — royal, navy, purple, teal, and slate blue.







## The Big Story...Fall '52

The basic dress in Milliken's Orlon and wool "Lorette." Left, crisp cuffs and dickey spark the dress. Armo Hair Canvas interfacing, "Crinolast" fabric petticoats, John Fredericks "Charmer" hat, Alan handbag, Hansen gloves. Dress: 4006, 12-20, 35c. The striped collar and bow included in the pattern. The sleeveless turtle-neck blouse: 3771, 11-18, 35c. All Simplicity Patterns are printed. Backviews on page 76. Yardages on page 78.

**The Dress with a Suit Life . . . Especially noted:**  
**the princess silhouette—a versatile neckline—the Empire bodice**  
**and modified skirt flare — this washable tweed in a muted plum.**  
**For variation: the high turtle-neck — a striped collar and bow.**



## The Middy Dress

**The Big Story: the fitted middy blouse  
over a skirt with crisp pleats —  
the year 'round flannel.**

Of Cohama's "Cambridge" rayon flannel, Armo Hair Canvas  
interfacing, La Mode buttons, Richelieu pearls. 3969, 11-18, 35c.  
All Simplicity Patterns are printed. Backviews pg. 76. Ydgs., pg. 78.

## The Halter Dress

**The Big Story: a halter bodice —  
the turtle-neck blouse — an easy four-gored  
skirt — the black and white tweed.**

Right, the dress and blouse: 3968, 11-18, 35c.

Kaplan's wool tweed, Wyner's Sag-No-Mor jersey.

Below, for variation: the dress alone accented by Coro  
jewelry, Ledo rhinestone pin, Annette belt — the  
dress with tailored blouse of white pique, 3656, 12-44, 35c.







## The Softer Look — in Suits

**The Big Story:** a shorter jacket with gentle lines —  
the skirt, slim in front, slightly flared from a  
center pleat in back — fashion's newest color, olive green.

Suit of Celanese "Pinecraig" acetate  
suiting, Earl-Glo Duchess lining. 8489, 12-20, 50c.  
Dani hat, Hansen gloves, Echo scarf.



## The Softer Look — in Dresses

**The Big Story:** the Empire cut — a curved yoke luxuriously draped — an easy skirt flared by side pleats — a fine ribbed fabric in Autumn gold.

The dress is Skinner's "Danza" bengaline, 4008, sizes 12-20, 35.  
Calderon patent belt, Richelieu pearls.  
All Simplicity Patterns are printed.  
Backviews on page 76. Yardages on page 78



## The Directoire Suit

**The Big Story: the cutaway  
bolero — the high midriff —  
velveteen accents.**

Suit of Leon Bauling's Worsted Repp, Armo Hair  
Canvas interfacing, Earl-Glo Duchess taffeta  
lining, Prims covered buttons. 8488, 11-18, 50c.



## The Middy Suit

**The Big Story: the hip-length  
jacket — an all-pleated skirt —  
the checked wool tweed.**

Suit of Leon Bauling's wool check, Armo Hair  
Canvas interfacing, Earl-Glo Duchess taffeta  
lining, Prims covered buttons. 8487, 11-18, 50c.  
Dani hat, Bill Agnew pin, Bacmo-Postman gloves.





## The Fitted Coat

**The Big Story: the princess silhouette —  
a softly rolled collar —  
the luxurious fleece.**

Coat of Hanora's Orlon fleece, Armo Hair  
Canvas interfacing, Earl-Glo Duchess  
taffeta lining. 4022, 12-40, 50c.  
Richard Englander hat, Bacmo-Postman gloves.  
All Simplicity Patterns are printed.  
Backviews on page 76.  
Yardages on page 78.

## The Gibson Girl Blouse

**The Big Story:** the pouf sleeves — a stripe cotton for winter wear — our ten-gored skirt.

Blouse of Peter Pan's "Darcet" stripe chambray, a Guild Cotton, lace edging by Samuel Ehrman. 4014, 12-42, 35c. Skirt of Kapco's worsted flannel. 3977, 24-30, 35c. Both pictures: Annette belts, Coro jewelry.

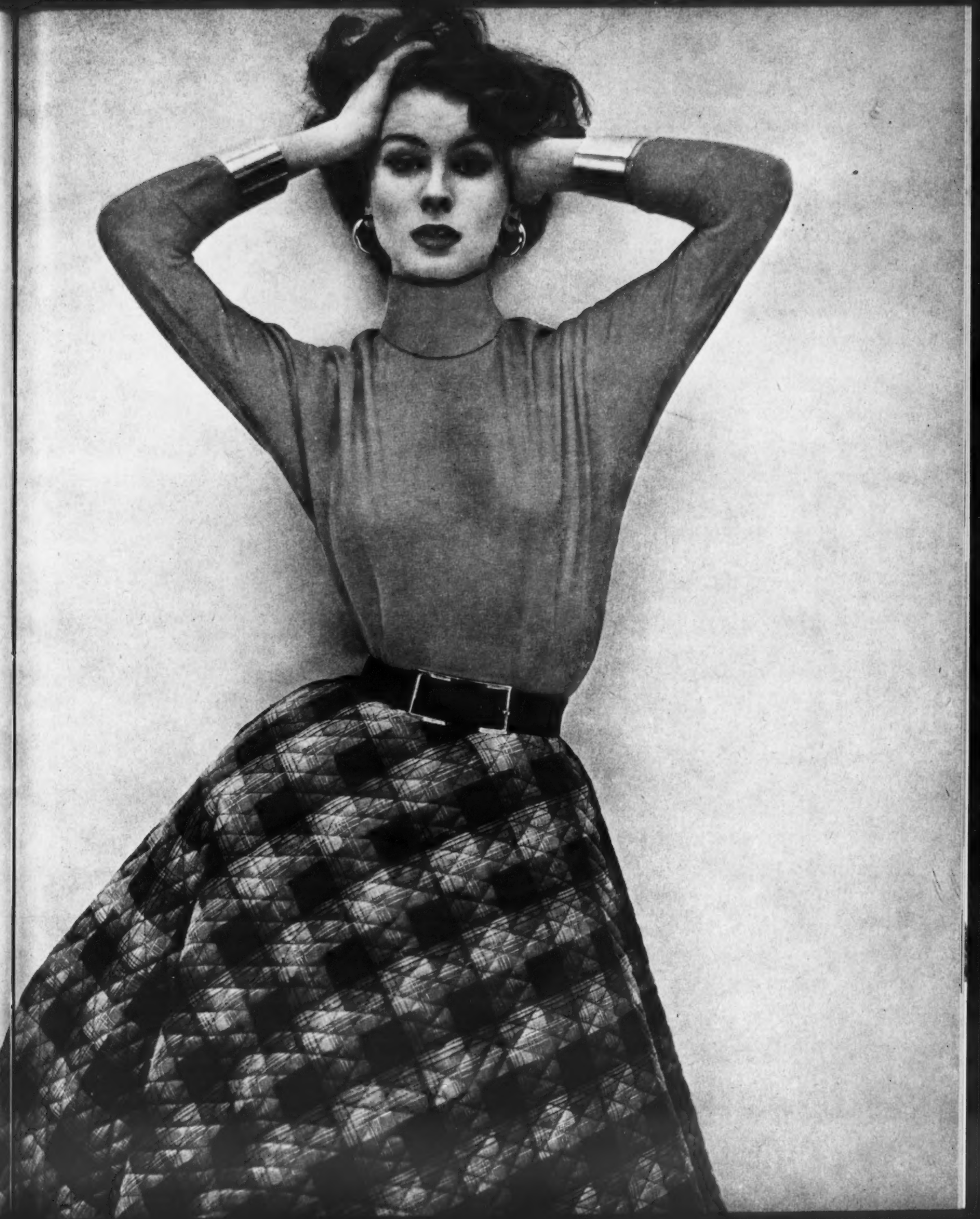


AVEDON

## The Quilted Skirt

**The Big Story:** the turtle-neck blouse with push-up sleeves — the half circle skirt of quilted cotton plaid.

Blouse of Lebanon's Sanforlan washable worsted jersey. 3980, 11-18, 35c.  
Skirt of Avondale's plaid gingham which we quilted, worn over  
"Crinolast" fabric petticoats. 3881, 24-32, 35c. All Simplicity Patterns are printed.  
Backviews on page 76. Yardages on page 78.







## The Big Story Continued ...The Dress With a Suit Life



Four basic dresses leading double lives — changing their appearance by additions of dickies, collars, cuffs and jewelry. Photos, reading left to right. Left page: 8495 — Smooth crisp dress with a slit neckline for your own scarf, wing cuffs on the sleeves, a skirt that's straight in front, pleated in back for fullness. Celanese "Etruscan" acetate tweed. For change — a striped ascot and belt, both included in the pattern. In sizes 12-20, 50c.

This page: 3970 — White collar and cuffs touch up this basic with cut-out neckline, fairly full skirt featuring box pleats. Lebanon wool and nylon Sanforlan washable flannel. For change — a crisply tucked dickey and cuffs in the gayest of polka dots, both included in the pattern. Sizes 11-18, 35c.

3994 — Second version of the dress on the cover, this time with long sleeves and buttons from the convertible collar to the wide hemline. Your favorite jewelry adds the finishing touch. Cone's "Gaycord" corduroy. For change — a printed dickey with a soft, wide bow, included in the pattern. In sizes 12-20, 35c.

8493 — A flattering diagonal closing, your own scarf tucked in at the neck, gives this dress individuality.

Ria Herlinger's worsted tweed. 12-20, 50c. For change — under the dress, a blouse with high collar. 3092, 12-20, 25c.

On these pages: BGE Originales buttons, Calderon belts, Vera scarves, Bacmo-Postman gloves, Coro jewelry.

Furniture courtesy of Herman Miller. All Simplicity Patterns are printed. Backviews on page 76. Yardages on page 78.





BASSMAN

## The Big Story Continued

### ...The Middy Dress

Here are three one-piece dresses with a Middy look — highlights for Fall and Winter wearing. Sketch: A dress in colorful horizontal stripes — the turtle-neck bodice with cap sleeves, darted snug at the waist, ending at hip-length — the skirt filled with unpressed pleats. 8496, in sizes 11-18, 50c.

Top, left: A crisply fashioned dress that buttons from the high collar to the waist, boasts three-quarter sleeves with stand-out cuffs, the skirt in a half-circle topped by a yoke to give the Middy look.

The fabric is Mallinson's acetate and cotton "Fandango". The pattern is 3942, sizes 11-18, 35c.

Above, right: The all-around classic with its Middy lines belted in. Smoothly fitted top, high neckline, short sleeves and soft pleats to fan the skirt. Lankenau's "Hi-Vince" rayon flannel. 3844, 12-20, 35c.

On these pages: buttons, BGE Originales; Calderon belts, and Coro jewelry.





## ...The Halter Dress

Three halter dresses, designed to be worn alone or with their own inimitable cover-ups.

Above, left: A wonderfully bouffant dress with the sleeve lines leaving the shoulders bare, a tiny round collar, a wide four gored skirt. The fabric, Crompton Richmond "Stripe-Roy" corduroy.

For cover — a cropped bolero with push-up kimono sleeves. Both, 3858, sizes 11-18, 35c.

Top, right: Black braid twice outlines the neck, sleeve lines and pockets of this well-cut dress.

The fabric, worsted and cotton Lanella. For cover — fitted waist-length jacket. Both, 8485, 12-20, 50c.

Large sketch: A brilliantly quilted print with a V-neck, four gored skirt standing wide.

The turtle-neck blouse included in pattern. For change — the dress alone with jewelry. 3968, 11-18, 35c.

All Simplicity Patterns are printed. Backviews on page 76. Yardages on page 78.



The suit for dress occasions — a fitted jacket with a notched collar, three-quarter sleeves, buttons to the waist. Generous four-gored skirt. Rosewood's acetate ottoman. 8491, 12-20, 50c.

A smoothly tailored soft dress — kimono sleeves, high bow, an applied facing down the front, a perfect foil for beautiful buttons. American Silk Mills' "Caretta" bengaline. 3951, 12-20, 35c.



Dresses and suits alike have a softer look about them — in fabric as well as in their lines.

Sketch, left: A suit-dress in a ribbed fabric — the square neck outlined with a collar, filled in with a dickey. Six-gored skirt. 8494, 12-20, 50c.

Sketch, opposite page: A silk print with charm in its angular draped neckline, dolman-like sleeves, moderately full skirt. 3920, 12-20, 35c.

On these pages: Costumakers buttons, Richelieu pearls, Coro jewelry, Calderon belts. All Simplicity patterns are printed. Backviews on page 76. Yardages on page 78.

## The Big Story Continued



A wonderful classic — tucks trim the top, a bow accents the wing collar, sleeves short and puffed, a gathered skirt.

Sudsfast Tebilized cotton tweed "Viking". 8483, 12-18, 50c.



One-piece shirtwaist in stripes — a collar band that crosses and buttons, long sleeves, unpressed pleats on either side of the skirt. J. P. Stevens' Everglaze cotton. 3973, 11-18, 35c.

## ...The Softer Look



The dress with Empire lines — a decollete, low and square, snug midriff, black velvet ribbon trim, push-up sleeves, a wide skirt. Heller's worsted jersey. 3917, sizes 11-18, 35c.

An all-time favorite — soft pleats at the V-neck for flattering draped effect — pleats repeated in skirt. American Silk Mills' Totarn and acetate "Grand Manner" crepe. 3931, 12-42, 35c.

BASSMAN



## The Big Story Continued

The Directoire Suit — 8457, a cutaway bolero, easy turn-back lapels, detachable cuffs matching the striped blouse — slim skirt with side pockets. Anglo's wool and angora "Kittentouch" suiting. 12-20, 50c.  
3775, cropped jacket with kimono sleeves, button detail. Four-gored skirt with lots of ease and a shaped waistband. 12-18, 35c.

The Classic Suit — 8459, the well-tailored jacket with braid trim on the high collar and pockets, a slender skirt. 12-20, 50c.

3673, the casual classic featuring notched lapels, semi-fitted jacket, an action skirt with eight gores. Sizes 12-40, 35c.  
All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.



8457



3775

8459

3673

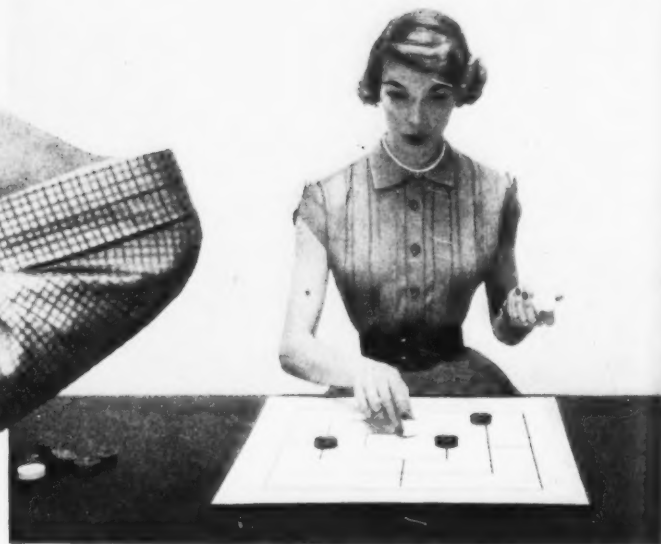
## ...Your Suit

The Bell Suit — 8454, a three-button jacket fitted snug at the waist over a half-circle skirt bellling out. Sizes 11-18, 50c.  
3800, this time the jacket ends right at the waistline.  
Check the eight-gored skirt flaring fairly full. Sizes 11-18, 35c.  
On these pages: Bacmo-Postman gloves, Madcaps hats, Elegant belt.

The Middy Suit — 8417, a box suit in two-tones with a generous collar, flap pockets, a narrow skirt in four gores. Sizes 11-18, 50c.  
8474, the newest of silhouettes — a straight hip-length jacket with up-turned collar, reed-slim skirt. Anglo's looped tweed suiting, Armo Hair Canvas interfacing. Suit and blouse, 12-20, 50c.



PAUL RADKAI



Crisp and neatly tucked — this blouse you'll wear on all occasions, with skirts or suits.

In a bright coral Mayfair Irish linen by Adams, Pattern 3923, sizes 12-20, 35c.

## The Big Story Continued ...Your Blouse

Our all-purpose blouse, to wear outside or tucked into your skirt, in Fruit of the Loom printed check percale, 3975, 12-20, 35c.

Over an enormous skirt in Schlang wool flannel, 3813, 24-32, 35c. The belt by Calderon.

On this page: Costumakers buttons, Coro jewelry, Elegant belts. All Simplicity Patterns are printed. Backviews pg. 76. Ydgs. pg. 78.





For casual elegance — the blouse with a scooped neckline to leave bare or to wear with its white dickey. William Heller's worsted tweed jersey. Pattern 3980, sizes 11-18, 35c.

Lots of softness — in this shirred blouse with its self-bows tying at the neckline and sleeves. Of H. Bates Sanforized "Pinwale" pique. Pattern 3940, sizes 12-20, 35c.

A party-time favorite — our decollete blouse with bouffant sleeves setting off the deep square neckline. In a Duchess taffeta stripe. Pattern 3840, sizes 12-20, 35c.



The Gibson-Girl — in her best blouse of "Alreco" batiste by William Lind, with lots of trim in the beautiful Val lace by Samuel Ehrman. Pattern 3799, sizes 12-20, 25c.

A well-fitted jacket blouse — shown here in a Bates Disciplined cotton which we quilted. Black velveteen collar, cuffs, and Prims buttons. Pattern 3974, sizes 12-20, 35c.

The halter blouse — so enchantingly right for festive evenings, so bright and luxurious in Vanetta's deep red velveteen. Pattern 3839, sizes 12-20, 25c.



A new idea in skirts — the easy flare, the accent of braid and buttons on the free swinging front panel. Of Kaplan's bright red clan plaid. Pattern 3762, sizes 24-32, 35c.



To slim you down — to wear with stoles, jackets, and all blouses — this straight skirt of Mande's rayon and nylon Herculon gabardine. Pattern 3655, sizes 24-32, 35c.



A flared skirt, modified for flattery — with lots of space in its well-shaped hip pockets. Shown in T. B. Lee's Tebilized Super linen. Pattern 3775, sizes 12-18, 35c.



The ever-beloved dirndl skirt — to swing around in all your favorite fabrics. For casual wear, we chose Erwin's Sanforized Blu Surf denim. Pattern 3841, sizes 24-32, 35c.



This year's favorite for casual or dressy occasions — the quilted half-circle skirt. Of Ely and Walker's Quaker Chintz print which we quilted. Pattern 3881, sizes 24-32, 35c.



For those who like their clothes not too slim, not too full — the easy skirt with inverted center pleat. In Roleda's rayon Guada Gabardine. Pattern 3769, sizes 24-32, 25c.

## The Big Story Continued ...Your Skirt

At right: Our one-yard skirt (54" fabric only)  
in a Shepherd wool check by Amana. 3983. 24-30, 35c.

Teamed with a softly styled shirt of Springmaid  
Sanforized Kerland broadcloth. 4014. 12-42, 35c.

All pictures: Costumakers buttons,  
Mademoiselle shoes, Elegant belts, Glen Raven  
hosiery. All Simplicity Patterns are printed.  
Backviews pg. 76. Ydgs. pg. 78



Lots of fullness without bulk — our ten-gored  
skirt to swirl gracefully while you walk.

Featured in Kaplan's wool grey flannel.

Pattern 3977, sizes 24-30, 35c.



PAUL RADKAI



## The Big Story Continued ...Your Coat

The Fitted Coat — top choice for Winter, your princess coat double-breasted, buttoning high for style and warmth, generously full in the skirt. Milliken's nubby tweed, Milium metal-insulated lining, Armo Hair Canvas interfacing, La Mode buttons. 4022, 12-40, 50c.



The Flared Topper — hip-length with kimono sleeves that cuff, high neckline, lap to close. Juilliard's "Tabora" fleece, Temp-Resisto insulated lining. Hansen gloves. 8490, 12-40, 50c.



The Cropped Jacket — waist-length and double-breasted, a wide collar for shaping, sleeves to push up. Hanora's Tweedy Poodle fabric, Earl-Glo Duchess lining. 3965, 12-20, 35c.



The Pyramid Coat — moderately full, velveteen trim. Anglo's wool plaid fleece, Skinner's "Sunbak" lining. Ronay bag, Dani hat. 8490, 12-40, 50c. All Simplici. Patterns are printed. Backviews pg. 76, Yardages pg. 78.



# The Inside Story

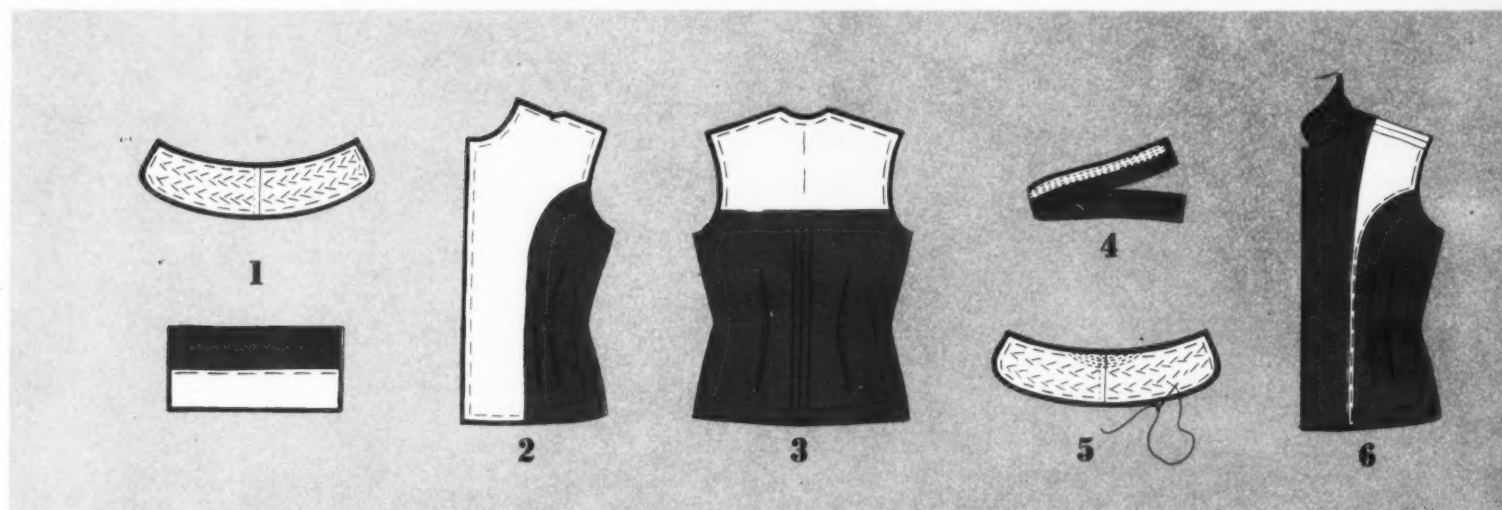
## Interfacing, Lining and Shoulder Pads

The backbone of your Fall and Winter wardrobe is at least one good suit and a wonderful new coat. Select a suit design from the many silhouettes — the directoire look, the bell shape, the middy type or the classic style. For the coat, consider the fitted one, the semi-pyramid or a topper, waist or hip-length. It's easy to achieve a professional touch by correctly using interfacing, selecting the right shoulder pads and lining the garment properly. Here is an outline on the inside story of good tailoring.

### Interfacing

Interfacing helps the garment keep its shape, molds with pressing, prevents sagging and stretching in loosely woven fabrics. It gives crispness to outlines of the areas where it is used. A good hair canvas makes an excellent interfacing. It's available in several weights ranging from lightweight for softer fabrics to a heavy canvas for bulky coats. If interfacing is not treated for shrinkage control, shrink before cutting.

Cut interfacing on same grain as faced piece. When seams are to be made, lap, stitch and trim close to stitching. For a dart, slit down the center, lap, stitch flat and trim.



#### Suggested interfacing:

Armo Hair  
Canvas interfacing  
available in  
several weights.

Use interfacing in the following places:

1. On the undercollar and cuffs of a jacket or coat. (See Illustration 1.)
2. Down the front of jacket or coat. Interfacing extends to the armhole to help stay armhole line. Cut from the facing or interfacing pattern piece as indicated. (Illus. 2.)
3. Across upper back and shoulders if garment has set-in sleeves. Cut from back pattern piece, cutting around armhole, over shoulder line and neckline. Remove pattern piece and cut across the back from armhole to armhole. (See Illustration 3.)
4. Under bound pockets. (Cut strip two inches longer than pocket, two inches in width.)
5. In waistband of skirts. (Cut interfacing half the width of total waistband. Ill. 4.)
6. In sleeve hems and lower hemlines to prevent stretching of turned up edges.

Baste interfacing on inside of garment around outside edges, then machine-stitch.

Padding stitches are made where lapels turn back, also on undercollar. Make these stitches every half-inch by hand on interfacing side by taking a long stitch through the interfacing and picking up only a thread of the outer fabric. (See Illus. 5.)

To hold interfacing inner edge to the outside fabric take long baste stitches, picking up only a thread of outer fabric. The interfacing and facing should not end exactly at the same point because the two thicknesses will make a ridge. (See Illustration 6.)

## The Inside Story (continued)

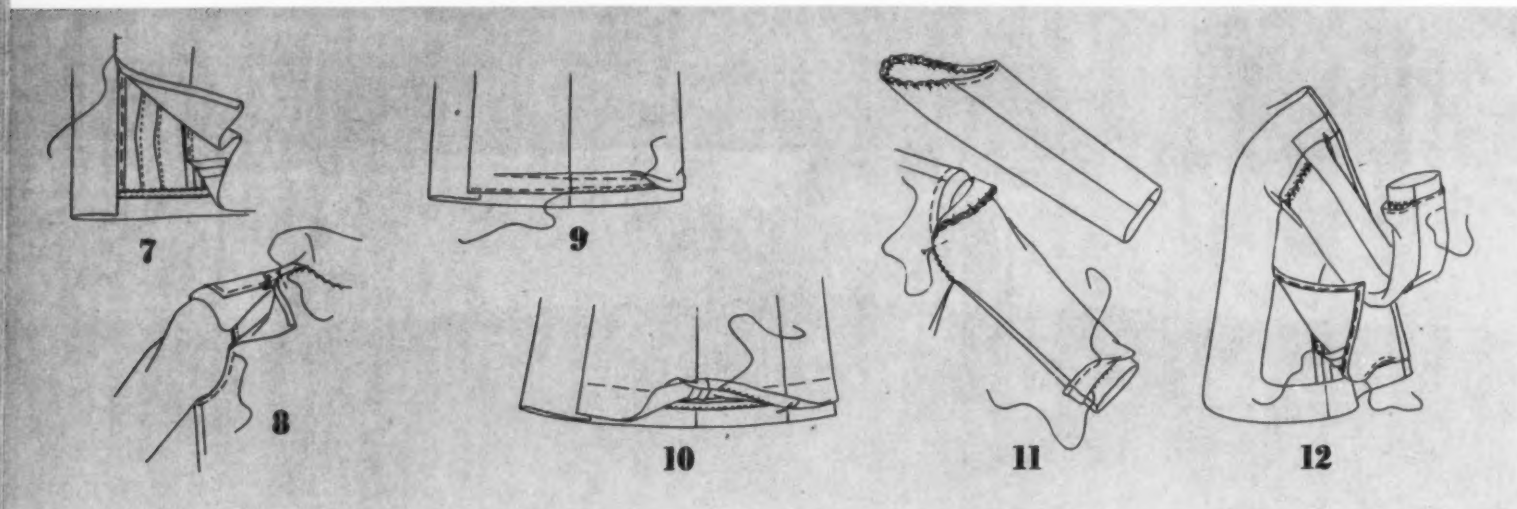
### Linings

A coat or jacket lining should fit smoothly with ease, never tightly. The lining fabric is usually a rayon or silk taffeta, crepe, fine faille, twill or satin.

Cut the lining from the same pattern as the jacket or coat, following pattern instructions. In a printed pattern there is a cut-off line on the front pattern piece for cutting the lining. Allow for an extra half-inch pleat in center back of lining. Carefully check grain lines before cutting and follow same pattern alterations used on garment for lining.

To make the linings for a coat or jacket with set-in sleeves proceed as follows:

1. Machine-stitch all seams and darts leaving the shoulder seams open. Machine-stitch the sleeve seams but do not set them into armseye of lining. Press all seams open.
2. Turn coat or jacket inside out and pin in lining starting with center back. Baste the half-inch pleat at the neckline of lining in center back.
3. Sew underarm seams of lining to underarm seams of garment using long, loose baste stitches to about three inches from the lower edge of garment. (See Illustration 7.)
4. If there is back facing at neckline, trim back lining at neck edge even with front.
5. Catch lining around the armseye. Catch front shoulder of lining to seam of jacket or coat. Slip-stitch back shoulder edge of lining over the front. (See Illustration 8.)
6. Catch-stitch pleat at center back neckline for 3 inches. Slip-stitch lining into place around the neckline and in the front over the facings.
7. For jacket hem — baste half-inch tuck in lining an inch above lower edge. Taper the tuck to nothing 2 inches from either front. Turn lining edge under, slip-stitch over hem of jacket. Release basted tuck giving ease to the lining. (Illustration 9.)



8. For coat hem — lining is hemmed separately. Turn lower edge of lining up 1 inch shorter than coat. Cut so depth of hem is 1½ inches, finish raw edge with seam binding, slip-stitch. Fasten lower edge of lining to coat seams with French tacks. (Ill. 10.)
9. Slip sleeve lining over garment sleeve. Gather by hand between notches of armseye on lining, draw up to fit armseye of garment. Turn seam allowance of lining under and slip-stitch into place around the armseye. (See Illustration 11.)
10. Baste half-inch tuck around lower sleeve lining 1 inch above lower edge. Turn under lower edge of lining, slip-stitch over sleeve hem, then release the basted tuck.

To make lining for coat or jacket with kimono or dolman sleeves proceed as follows:

1. Machine-stitch all seams together in lining and press seams open.
  2. Catch lining to seam which extends from underarm on down to make side seam. (Ill. 12.)
  3. If neckline facing is given for garment, trim back of lining even with front neck edge.
  4. Pin lining into place over facing, slip-stitch around neckline and over front facings.
  5. Slip-stitch lining in place over sleeve hem making sure lining has plenty of ease.
  6. Follow directions for hemming lower edges as given in set-in sleeve method.
- (See page 75 for the Inside Story of Shoulder Pads)

#### Suggested linings:

Earl-Glo and Duchess — all purpose linings which resist perspiration and do not fade;  
 Milliken's "Miliun" — metal insulated lining giving warmth without weight;  
 Skinner's "Sunbak" — a satin face with wool backing which eliminates need for interlining.



## Portfolio of Young Ideas

*Beginning a four-page section of refreshingly young fashions designed for the high school crowd — featuring basic dresses, blouses and skirts, a suit and two wonderful party dresses. On this page:*

### The Gibson Girl blouse

*— in two of the newest Fall cottons — the printed blouse with soft self-ruffles, the striped blouse boasting crisp white collar and cuffs.*



BOTH BLOUSES: 3955, 10-16, 35c.

ABOVE: ABC'S FINE PERCALE PRINT.

RIGHT: DAN RIVER'S WRINKL-SHED "RIVIERA STRIPE".

ALL SIMPLICITY PATTERNS ARE PRINTED.

**Separates**—the 'magic-makers' of your wardrobe because they make it grow and grow.



SUIT: 3958, 10-16, 35c.  
JACKET: CROMPTON  
RICHMOND "GREAT WALE"  
WIDE WALE CORDUROY.  
SKIRT: BOTANY  
REEDSTON FLANNEL.

with cropped box jacket  
stand-out cuffs and  
three-quarter sleeves.  
four-gored skirt with

Left, a two-piece suit  
buttoning to a high collar,  
buttons touching  
To contrast, a slim  
soft pants' pleats at the waist.



Right, the fancy felt skirt  
in a half circle  
showing two very elegant French  
poodles and a wavy  
line of black braid trimming.

SKIRT: 3953, 24-28, 35c.  
FABRIC: "FIESTA" FELT BY WESTERN.  
ALL SIMPLICITY PATTERNS ARE PRINTED.



DRESS: 3956, 10-16, 35c.  
AMERITEX CHROMSPUN  
JACQUARD "JAKOMAN."  
ALL SHOES BY CAPEZIO.

## Party Lines *for partying teens.*

*Above, crisp dress with back fullness,  
snug bodice, scooped neckline and  
the tiniest of pouf sleeves.*

*Right, halter dress in stripes,  
a Pussy-Cat bow tied under the chin, four-  
gored skirt whirling wide for dancing.*



DRESS: 3957, 10-16, 35c.  
ONEIDA'S ACETATE AND  
BEMBERG SATIN STRIPE TAFFETA.  
ALL SIMPLICITY PATTERNS ARE PRINTED.



DRESS, CUMMERBUND: 3954, 10-16. 35c.  
 WYNER SAG-NO-MOR WORSTED JERSEY.  
 PIN BY BILL AGNEW.



## The Basic Dress *to change as you will.*

*Left, check the dress for middy lines,  
 half-circle skirt and generous plaid bow to  
 dress up the well tailored top.*

*Above, soft basic with turtle-neck collar,  
 shaped sleeves that push up, an easy-going  
 skirt. Special note, the wide cummerbund. Changes  
 included in pattern—a weskit, a collar and cuff set.*

DRESS: 3942, 11-18. 35c.  
 BOTANY REEDSTON FLANNEL.  
 ALL SIMPLICITY PATTERNS ARE PRINTED.



Simple  
to  
make



LITOF

A quilted basic dress with three lives — easy to sew and simple to change from tailored to party wear. Above: the dress alone with jewelry sparking the scooped neckline, three-quarter sleeves and a half-circle skirt flaring wide. Left, for change: a dickey with a wide soft bow fills the neckline. Below, the white dickey-collar gives the basic a crisp appearance. The fabric shown is Wamsutta's 1846 cotton print in Everglaze which we quilted. Dress and changes included: 3949, sizes 11-18, 35c. All Simplicity Patterns are printed. Backviews are on page 76. Yardages are on page 78.



## Simple to make

A real wardrobe booster, this versatile basic dress with its three changes all included in one pattern. Sewing time is at a minimum with practically no fitting — the collar rolls back with grace, the kimono sleeves cuff just above the elbow, and the fullness, which falls from the shoulders, is snugged at the waist by a wide two-piece belt. For change: add a striped ascot, tucked in the neckline, and a matching cummerbund. Or, close the collar and wear a white collar and cuffs. The dress fabric is Skinner's acetate, rayon and wool bengaline. Richelieu pearls. The pattern and changes: 4007, in sizes 12-20, 35c. All Simplicity Patterns are printed. Backviews are shown on page 76. Yardages are on page 78.



# G I F T S

## Start Now to Sew for Christmas

Beginning a five-page section packed full of exciting Christmas gifts for you to make starting now. We've considered every member in the family, from Dad and Mom to Baby . . . there are gifts to be worn, those for the house and some to show off your own beautiful needlework.

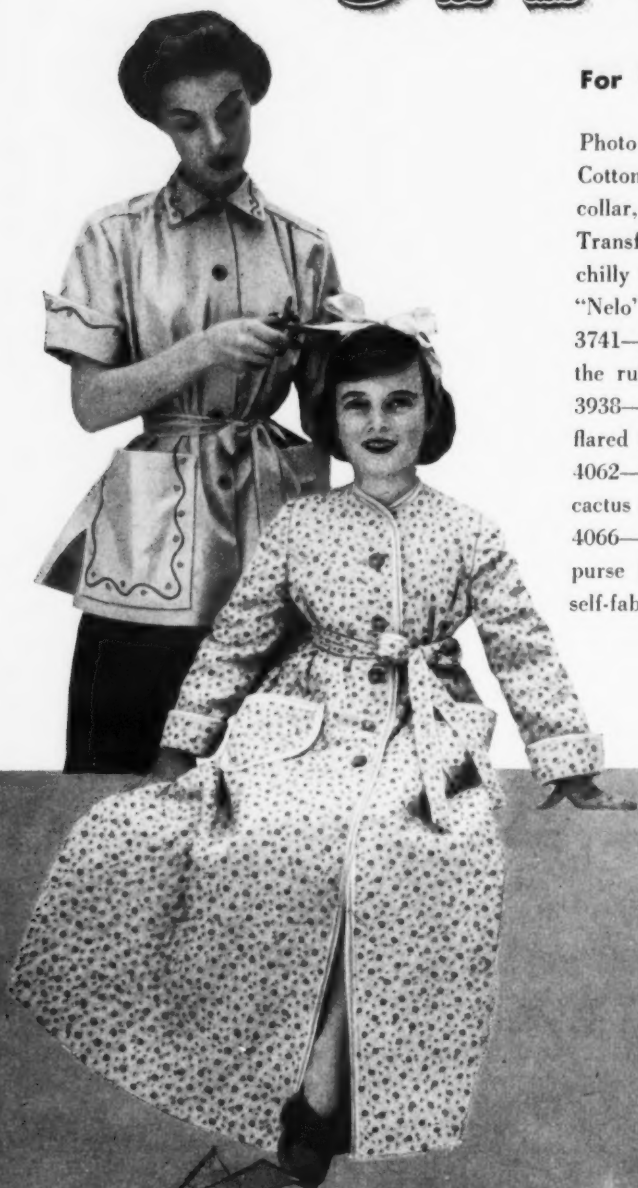
This page: the gift every little girl dreams of . . . a "Toni" doll with magic nylon hair and her very own wardrobe all made from one Simplicity Pattern. The 21-inch doll is shown in a checked dress topped by a crisp organdy pinafore. For change there's a demure dress trimmed in fine lace and an eyelet petticoat for flounce. At bedtime she wears a corduroy robe over polka dot pajamas, both with heart-shaped pockets. When the cool breezes blow she dons her own coat and matching bonnet for a stroll. Her wardrobe includes a skating costume and bonnet in velveteen. Pattern: 3728, for 14 to 23-inch dolls, 35c. The "Toni" doll is made by the Ideal Toy Co., includes a make-believe home wave. All Simplicity Patterns are printed. Backviews on page 82. Yardages on page 84.



# GIFTS To Make and Wear

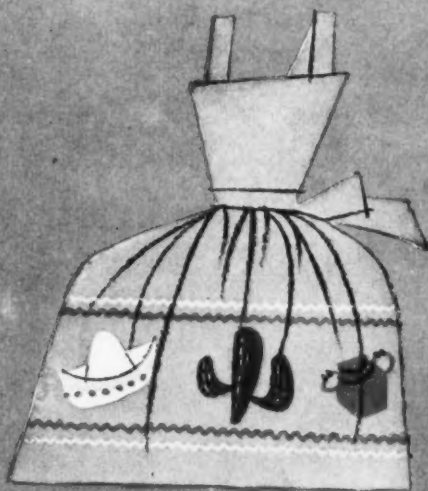
## For Women and Girls

Photo left: Mother will love this gift — a powder blue smock of Bates Disciplined Cotton — a complete cover-up for housework. Hand embroidered detail edges the collar, cuffs and deep pockets. The pattern, 4064, Misses' and Women's, 12-44, 35c. Transfer for embroidery included. Daughter is sure to keep warm through the chilly winter months in her wool challis robe, which we quilted, of Textile Loom's "Nelo". It is bound in contrasting color. The pattern 3988, Girls' sizes 7-14, 35c. 3741—Mother-Daughter aprons. A welcome gift for any two-some. Rick-rack trims the ruffle and the flower pot pocket. Transfer included. Set is in one size, 25c. 3938—The young lady who receives this jumper will be delighted with the easy flared skirt and shoulder buttons — worn over her own sweater. Sizes 7-14, 35c. 4062—Truly a cover-up. Bib apron with wide Mexican applied border of hats, cactus and rick-rack. Transfer included in pattern. Misses', Women's, one size, 25c. 4066—Close fitting hats—one shell shaped—the other with a perky back bow. A purse is a wonderful gift. Your choice of a spring or zipper closing with a self-fabric hand loop. All four are in the one pattern. Hat sizes 22" and 23", 35c.

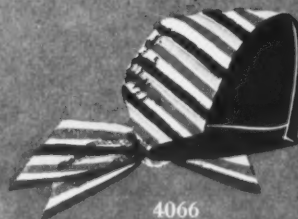


3741

3938



4062



4066



JACOBS

## For Men and Boys

Photo right: Father and son will both be 'tickled pink' with matching wool plaid sport shirts of Lebanon's washable Sanforlan. Long sleeves for added warmth. Dad's, is pattern 1961, in Men's sizes small, medium, large, 25c. Son's, 2543, in sizes 4-16, 25c.

3910—A new mother will be especially pleased with these toddler's overalls. Handy metal snaps close the crotch. It's 'Simple to Make' too. The transfer for the tiny little puppy dog on the pocket is included in pattern. Sizes 6 mos.-3 yrs, 35c.

4058—A small boy's wool robe, an appliqued dog forms a pocket. To take to bed with him, a small stuffed puppy dressed in an identical robe, not shown. 1-6, 35c.

4061—Chef for the day! An embroidered barbecue apron, hat and mitts for the 'extra special' male on your gift list. Three pieces in the pattern. For men, one size, 25c.

2172—A robe just like he likes it—strictly tailored. Double-breasted with neat lapels, three extra roomy pockets and a tie belt. Men's sizes, small, medium, large, 25c.

All Simplicity Patterns are printed. Backviews on pg. 82. Yardages on pg. 84.



HIMMEL



# GIFTS

## to Make

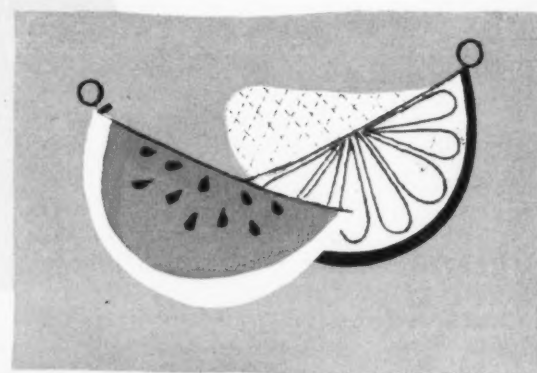
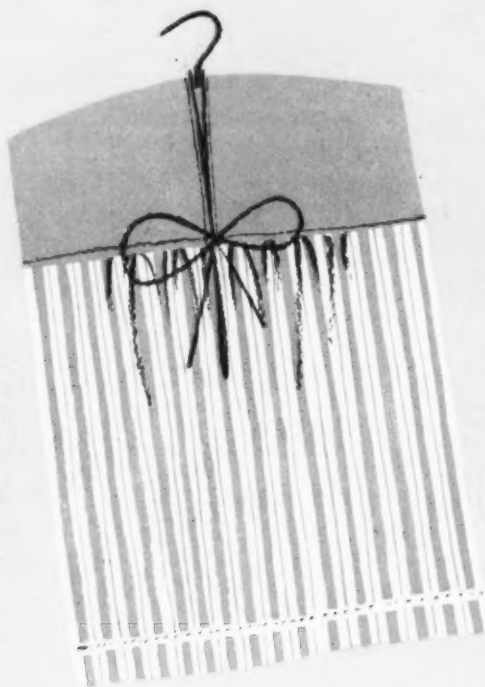
### Well-designed gifts with zippers for the home

Four very useful "house" gifts featuring wonderful ways with zippers that were designed especially for Simplicity Pattern Book by Talon.

1. A laundry bag to hang in your closet. It's simple to sew and easy to use... put the soiled lingerie in the slit at the top and open the 20-inch "Seam-Thin" zipper at the bottom to empty the contents.
2. Very talented pot-holders... they're shaped like half-moons for easy grip, have covers resembling a watermelon or a grapefruit. Each embroidered cover takes a 7-inch "Seam-Thin" zipper and opens

so the quilted filling can be removed when the cover needs washing.

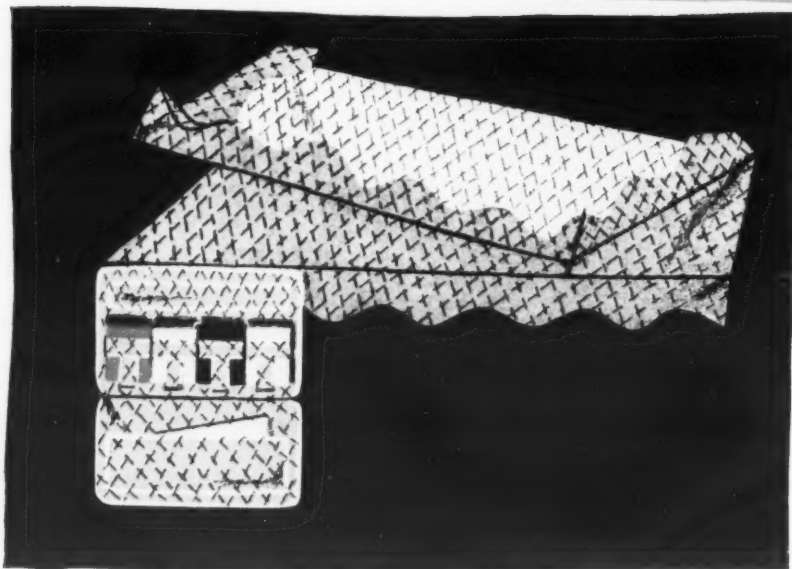
3. Buy a quilted card table cover. In same fabric, if possible, make a hanging pocket, stitch to side of cover. Pocket holds score pads, pencils and cards and closes on three sides with 22-inch Talon neck-type zipper. Patterns and directions for zipper gifts may be obtained by enclosing five cents for each pattern and writing to: Simplicity Pattern Book, P.O. Box 29, Brooklyn 1, N. Y.



2



Photo: a very handy plastic cosmetic cape to tie around the neck when combing your hair or giving yourself a home permanent. Pockets on either lower corner make room for combs and curlers. One pocket is closed with a Talon 10-inch dress placket zipper.



3

JACOBS

4051 — An elegant gift for baby, these handsome motifs embroidered on a carriage or crib cover and pillow case corners. Transfer, 25c.  
 4052 — Guest towels with your own personal touch in embroidery. The transfer includes designs and words "Guest", "His" and "Hers". 25c.  
 4048 — Tea towel designs, one for each day of week. Transfer, 25c.  
 4047 — Sheets and pillow cases made luxurious by embroidery. 25c.  
 4040 — The best in giving, linen handkerchiefs with added initials. Each transfer includes six types of the same initial in three sizes. 25c.

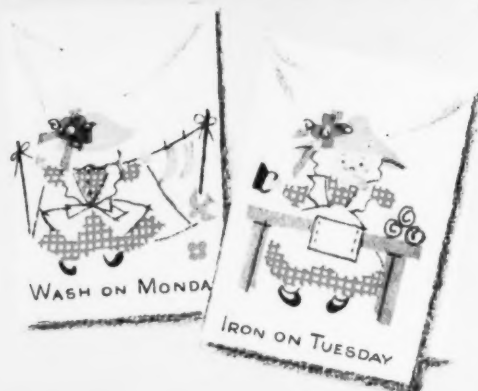
Embroidery transfer  
 patterns for gifts  
 with a special air



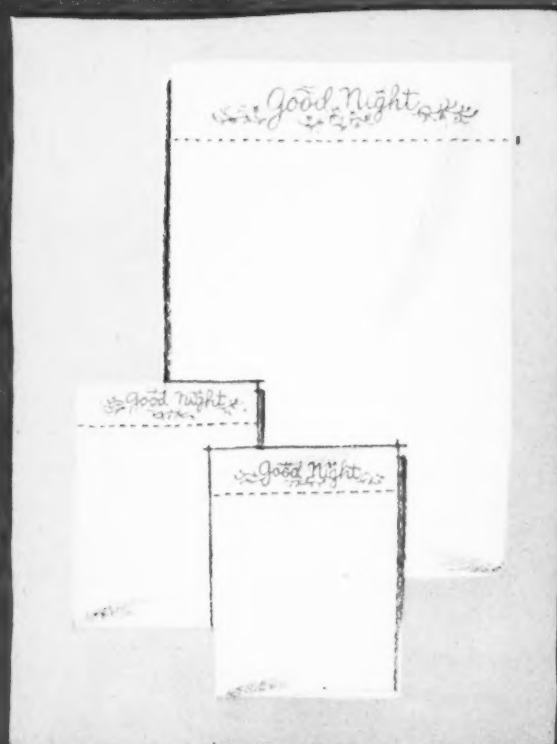
4051



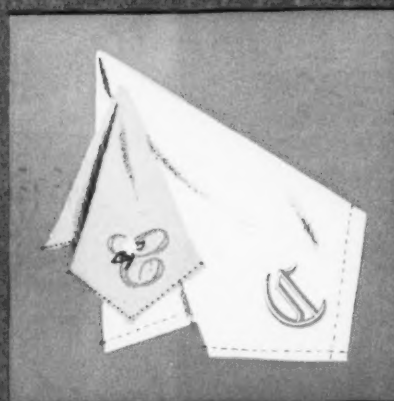
4052



4048



4047



4040



## The Informal Hostess

With television the center of attraction in so many American living rooms, the keynote of our fashions for the modern hostess has become that of informality, ease and comfort. Opposite page, in color: Left, a basic blouse of Lebanon Sanforlan washable worsted jersey. 3980, 11-18, 35c. Worn with a novelty, half-circle skirt of "Vel-Fel" by Continental Felt. Franken braid trimming. 4012, 24-32, 35c. Right, the wrap-on housecoat in bright red. 3761, sm., med., lg., 35c. Over tapered slacks. 3578, 24-32, 25c. Both fabrics are "Raydene" by St. George. Annette belts, Town and Country shoes. This page: Left, a sleek turtle-neck blouse. 3771, 11-18, 35c. Over tapered slacks. 3578, 24-32, 25c. Of Security plain and heather worsted jersey. Plus an apron of Erwin Sanforized Blu Surf denim. 3718, one size, 25c. Above, a fitted waist-length jacket-blouse. 3965, 12-20, 35c. Over a skirt of unpressed pleats. 3841, 24-32, 35c. The fabrics — Security stripe and tweed coordinate worsted jersey. Coro jewelry. Furniture courtesy of Herman Miller. All Simplicity Patterns are printed. Backviews on page 76. Yardages on page 78.







## The Informal Hostess

Above, a two-piece jumper ensemble combining a snugly fitted weskit and swirling half-circle skirt. Of Wamsutta cotton tweed "Suttascope" which we quilted. 3939, 11-18, 35c.

Right, the easy good looks of a halter blouse takes to many a gay skirt. Shown in Blackstaff Sanforized Old Keltic Irish linen. 3839, 12-20, 25c. Teamed with an applied circle skirt of Western Felt. 3560, 24-32, 25c.

Pearl jewelry on both pages by Richelieu. Capezio shoes.

All Simplicity Patterns are printed.

Backviews on page 76. Yardages on page 78.





Above, for sheer femininity — this beruffled Gibson-Girl blouse with a tiny Chinese collar and bouffant three-quarter sleeves. Featured in William Winkler's nylon tricot print. 3799, 12-20, 25c. Paired off with a lush dirndl skirt of Martin's velvet "Caracul". 3841, 24-32, 35c.

Right, a full-length housecoat, flattering to all women, with modified skirt fullness and a deep collar and cuffs of black velveteen. Of Schwarzenbach's Chromspun "Surah Twill" check, self-belt made from Bac-A-Belt. 3749, 12-44, 35c. All buttons, B.G.E. Originales.



BASMAN





# For the Younger Set

## School Day Classics



3992 — Two outfits from the same pattern. Big sister loves her quilted weskit and skirt that flares.

Little sister favors her corduroy jacket and skirt. Both, 1-6, 35c.

3990 — Tom masters drawing in his navy suit with cardigan jacket, long pants to match. 2-6, 35c.

3987 — Susan's brightly quilted skirt has great big pockets.

7-14, 35c. Blouse, 2531, 7-14, 25c.

3986 — For recess Mary dons a red topper. 7-14, 35c. Grey skirt appliqued. 3987, 7-14, 35c.



Color photo: The first day of school —

an exciting event for the younger set! Little brother and big sister are all dressed for their reading lesson in brand new clothes made by Mother from Simplicity patterns. Brother proudly shows off his corduroy suit with long pants, matching cardigan jacket and a vest of tattersall. All in 3990, 2-6, 35c. Big sister's buttoned weskit and four-gored skirt are also made in corduroy tattersall. Both are 3989, sizes 7-14, 35c. Fabrics, Crompton Richmond plain "Favoroy", printed "Lennox" corduroy. Costumakers buttons. Bright red satin hair ribbons are by Martin. All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.



## The Younger Set School Day Classics



Here are well-schooled classroom clothes for young scholars whether they are in the kindergarten crowd or the grammar school set.

2969 — For a lesson in geography or rough-and-tumble play young Jimmy has on just the outfit — a short-sleeve plaid shirt and denim slacks with elastic around the waist. Both, 2-8, 25c.

3962 — Janie's dress is one-piece with a two-piece look. White sleeves and a bib are fashioned to resemble a blouse — the polka dotted jumper is trimmed in white and ties back. 1-6, 35c.

3909 — This young man prefers short pants in corduroy with pockets on either side. His shirt has short sleeves, a starched collar and another pocket. Sizes 1-6, 35c.

3963 — For the girl who likes separates, a jumper with double-breasted top and flaring skirt trimmed in contrast. A crisp puff sleeve white blouse. 7-14, 35c.

3668 — Our little lady is very demure in her one-piece dress. Her long sleeve blouse with front tucks and tiny collar is attached to her wide skirt that gathers at the waistline. The pattern comes in sizes 2-8, 35c.



3679 — The art class is in session and Tommy looks over the pictures in his suit of corduroy with a loose jacket, very roomy patch pockets and underneath, overalls to match. Sizes 1-6, 35c.

3991 — The young artist takes a bow to her classmates holding her colorfully quilted skirt with a bolero jacket to match.

The bodice of the one-piece dress is frilled and feminine. Sizes 1-6, 35c.

3783 — Our well-tailored lassie pauses on the way to school — her suit has an abbreviated jacket with patch pockets and a plaid half-circle skirt. Note the eyelet petticoat underneath. Suit, blouse, petticoat, 7-14, 35c.

3809 — Nancy also wears her favorite suit with a fitted jacket, long sleeves and contrasting tweed skirt. She, too, has a petticoat in plaid. Suit and petticoat included in pattern. 7-14, 35c.

3782 — Even this first-grader has a suit. The stripes in her blouse are repeated in the petticoat. Her cutaway bolero tops a full skirt neatly finished with suspenders. All one pattern in sizes 1-6, 35c. All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.



## For the Younger Set

### Party Favorites



3937



3960

3908



3964

Hurry and dress in your finest bib and tucker — we're off to a party — there'll be loads of goodies to eat, presents for all, balloons to burst, and games to join in.

3964 — Come let's open my presents! A one-piece dress, delicate eyelet for the yoke and sleeves. 7-14, 35c.

3937 — Time to blow out the candles! Gingham has its way with a smooth bodice, and full flared skirt. 7-14, 35c.

3960 — May I see your favor? Colorful braid trimming transforms this classic dress. 1-6, 35c.

3908 — See what I have? Scallops circle the collar and wide border. Bows and lace join in. 6 mos-3 yrs., 35c.

3993 — Let's all play a game! Contrasting front panel shows off the princess-like simplicity of this demure velveteen dress. 7-14, 35c.



3993

3935 — Look at my pretty flowers, and my full, full skirt puffed out by the dainty lace trimmed petticoat worn underneath. Polka dots form a delightful combination. 1-6, 35c.

3115 — Golly, am I the only boy here?

A little boy's suit as trim and neat as can be.

Tailored jacket just like Dad's, short trousers for the young man. The cap is included in pattern. 1-6, 25c.

3726 — Guess which hand it's in? A crisply starched pinafore — a little girl's dream. Ruffle upon ruffle for added daintiness.

Sweetheart of a neckline, and very full skirt. 1-6, 35c.

3868 — You want a taste of my lollipop? Bows and scallops dance around the skirt hem, small bunch of flowers trim each scallop. A fitted bodice with puffed sleeves. 1-6, 35c.

3961 — May we eat now? A change-about dress for the small fry. Pink and white stripes for the dress. Don the bright pink pinafore with heart shaped bib and neckline as a cover-up. 1-6, 35c.

All Simplicity Patterns are printed.

Backviews on page 76. Yardages on page 78.



3935

3115



3726

3868



3961





## The Well Dressed Woman



**Women** — patterns especially designed to fit and flatter the mature figure. Top left: softly elegant, this dress with a draped yoke at the neckline and unpressed pleats grouped on either side of the skirt. Cohama's acetate, rayon and nylon Frise. 3866, 12-44, 35c. Above: a well-defined suit with braid around the rolled collar, pockets and cuffs. Widder's crease resistant Marven'e sheen gabardine, Fluegelman's "Rayola" lining. 3966, 12-42, 35c. Left: a tailored shirtwaist with gathers for ease, the yoke and sleeves all in one, buttons from the notched collar to the hemline. Lankenau's washable rayon check. 3944, 12-44, 35c. Photographed at W. Jay Saylor. All Simplicity Patterns are printed. Backviews 76. Ydgs. 78.



## Half-Sizes — designs proportioned for the shorter-than-average mature figure.

Top left: the fitted jacket with button details on the turn-back collar and sleeves, flaring skirt. American Silk Mills' acetate, Totarn, rayon "Worstarn" suiting. 8466, 12½-22½, 50c.

Above: a classic one-piece dress to wear and wear — a wide, notched collar stitched doubly, buttons down the front. Fabric, Celanese acetate flannel "Fineclay". 3797, 12½-22½, 35c.

Left: smooth blend of tailoring and softness — V neck outlined with a flattering ruff of a collar, a modified skirt. In Milliken's wool and nylon "Cuenella". 3822, 12½-22½, 35c.

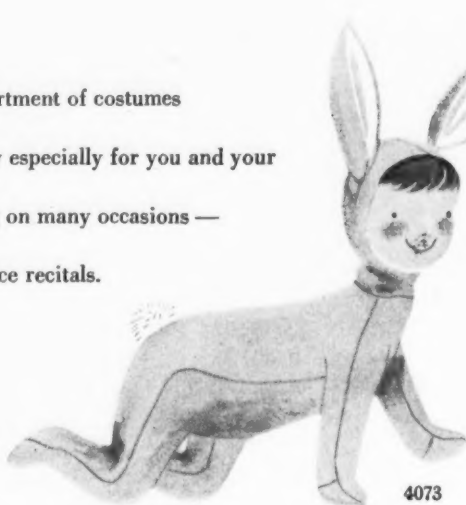
On these pages: self belts made of Bac-A-Belt, La Mode buttons, Richelieu pearls, Dani hats.

# Costumes for All Occasions

Curtain going up on a colorful assortment of costumes  
designed by Simplicity especially for you and your  
children — keyed for wearing on many occasions —  
to masquerades, school plays and even dance recitals.



4069. Martha Washington is here looking very Colonial in a  
dress with a horseshoe neckline, pointed bodice and draper panniers  
over a striped skirt. Girls' 4-14, 35c. (Misses' 4031, 12-18, 35c.)



4073. Here comes Peter Cottontail decked out in a  
bunny costume with detachable head-piece. Childs' sm., med., lg., 35c.

4070. Our own Rose dances in a costume with flowers trimming the  
top and many petals flouncing over the skirt.

Girls' 4-14, 35c. (Teen's 4032, 10-16, 35c.)

4075. Captain Kid appears as a colorful Pirate  
in a sleeveless bolero, buccaneer trousers.

Boys' sm., med., lg., 35c.

(Men's 4034, sm., med. lg., 35c.)



All Simplicity Patterns are printed. Backviews pg. 76. Yardages pg. 78.





Costumes shown are made of Avondale  
Mignonne Chambray in Companion Colors.

To receive a free copy of "The Play", a musical comedy  
written especially for school and young peoples'  
groups, send a self-addressed, stamped envelope to: THE PLAY,  
Simplicity Pattern Book, 200 Madison Ave., New York 16, N. Y.

4070. The ballet dancer whirls —

it's your little girl in a dream costume with snug top and  
a skirt with layers of net. 4-14, 35c. (Teen's 4032, 10-16, 35c.)

4072. Everybody loves the clown in his gay baggy costume with  
ruffs at the neck, wrists and ankles. Childs' sm., med., lg., 35c.

(Adults, 4033, sm., med., lg., 35c.)

4071. The princess steps  
right out of the Fairy Tales  
to wave her magic wand and show  
her glittering wings. Her dress

falls loose from the shoulders and is belted in

with a crossed ribbon. Girls' sm., med., lg., 35c.

4068. Step right up and have your fortune told — our gypsy

is waiting with a crystal ball dressed in a brightly trimmed bolero over  
a full-sleeved peasant blouse and dirndl skirt decorated with  
braid and playing cards. Girls' sizes sm., med., lg., 35c.

(Misses' 4030, small and medium sizes, 35c.)



## For the Mother-To-Be



HIMMEL

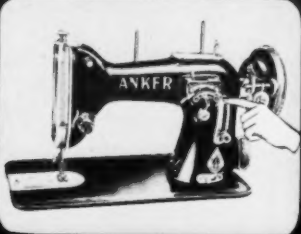


High fashion model Mary Jane Russell was just beginning her eighth month of pregnancy when these photographs were made. Her maternity wardrobe, like ours, is planned around a series of loose jackets to wear over skirts, slacks, and dresses. Top left: A simple Chinese jacket to wear at home over maternity slacks. Jacket, 3616, 11-18, 35c. Slacks, 2458, 12-20, 25c. The fabric — Reeves plain and print Reevooy corduroy, Armo hair canvas interfacing. Middle left: A straight jacket and adjustable skirt dressed up in a Mallinson bengaline, Earl-Glo Duchess taffeta lining, Armo hair canvas interfacing. 8434, 12-20, 50c. Bottom left: A Party dress with flattering sweetheart neckline and adjustable skirt, teamed with a flared topper. Of Cohama's Montaldo Check faille and rayon taffeta, Armo hair canvas interfacing. 8448, 11-18, 50c. Large picture, above: The perfect all-day suit — a jacket and cut-out skirt, both with back interest. In a Dan River rayon suiting, Earl-Glo Duchess taffeta lining, Armo hair canvas interfacing. 3464, 12-18, 35c. Madcaps hat, Coro jewelry, Bacmo-Postman gloves, Prims self-buttons. All Simplicity Patterns are printed. Backviews on pg. 76. Yardages on pg. 78.

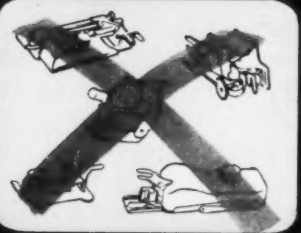
ZIG  
ZAG

its PERFORMANCE  
that counts!!

For the finest sewing . . .  
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Simply select your stitch Dial and Sew



So easy to get those professional touches with ANKER'S built-in STITCH-O-METER, even a beginner can dial and sew. buttonholes, sew on buttons, embroidery, appliques, monograms, overedging, blindstitching and many other stitches fine or fancy.



NO MORE GADGETS TO WORRY ABOUT,  
the ANKER sews everything better  
**WITHOUT ATTACHMENTS**



Now you can have beautiful fashions at your fingertips with the special touches-of-detail, top fashion designers use. The cording shown above lends surface interest to the plainest of fabrics. Buttons and buttonholes are sewn in a jiffy . . .



ANKER'S fashion stitches give you this smartly styled ensemble, embroidery for a blouse collar, monograms for that personal touch, double needle cording to add a note of finesse, and blindstitching for the professional finish.

ANKER is an investment for a lifetime of sewing enjoyment, savings and fashions possessing that priceless, exquisitely detailed look. Before you buy, give it to yourself to see the ANKER.

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**ANKER CORPORATION OF AMERICA**  
SEWING MACHINE DIVISION  
272 WEST 19TH ST., NEW YORK, N. Y.

## Evening Extras

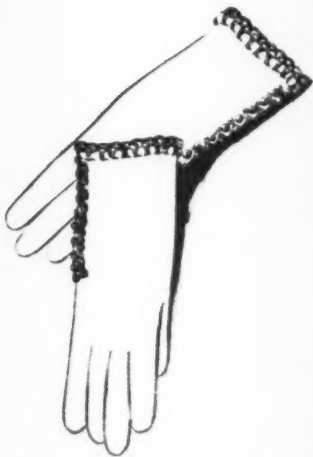
To add a gay touch to any evening ensemble these little extras are both practical and pretty.



For warmth and elegance wrap yourself in a stole of black wool mingled with gold metallic thread  
Stole by Echo. Approx. \$12.



An attractive gold evening kit holds nail polish, lipstick, mascara and liquid make-up. By Dorothy Gray.  
Approx. \$2.50 plus tax.



Wool gloves that glitter with rhinestone and velvet trim — a new look for evening wear.  
Gloves by Hansen. Approx. \$3.

*Anglo Fabrics*  
"THE BACKGROUND OF FASHION"

*the Fall-Winter scene*

Perfect setting for interesting textures in the finest of wools and worsteds.

From left to right: Curiglo, Jirina, Nobella, Kittentouch

ANGLO FABRICS CO., INC., 1407 BROADWAY, NEW YORK 18, N. Y.



"this year of lace"  
french  
chantilly  
by  
*Land o' Lace*  
is  
fashion's  
favorite fabric

You start admiring whispers going when you make your entrance in a costume completed with "Land o' Lace" Chantilly laces. They add the couturier touch to your home sewns.

See the "Land o' Lace" collection at your favorite store.

(BACKGROUND)  
#257, 35/36" wide, about \$6.95 yd.  
#258, 12" wide, about \$2.49 yd.  
#194, 68/72" wide, about \$10.95 yd.

(LOWER RIGHT)  
#117, 35/36" wide, about \$2.49 yd.

(UPPER RIGHT)  
#267, 14" wide, about \$2.49 yd.  
#127, 35/36" wide, about \$3.95 yd.  
#266, 68/72" wide, about \$12.95 yd.

Stoles (Mantillas) on illustration, various lengths, White or Black \$25.00 to \$4.95 each.

Ask for  
*Land o' Lace*

Emanuel Roth Co., Inc.  
1407 Broadway,  
New York 18, N.Y.

## A New Way To Reduce

Ann Delafield, originator of charm schools and noted New York beautician, has recently introduced her new "Appetite Reducing Plan" to the consumer. Miss Delafield, a qualified dietician worked for many years as a pioneer in the field of research for correcting overweight. Her "package" containing the elements of weight reduction is distributed by the Rexall Drug Company and can be obtained at all its stores throughout the country.

The beginner package, a 30-day supply, sells for \$6.95 and includes a non-fattening "will power wafer", vitamin capsules and also a complete book on planned menus, exercises, grooming and personality pointers. The repeat package for a second month's supply of wafers and vitamin capsules costs \$5.95.

Miss Delafield states, "If you are overweight you can be sure it is due to overeating." (Consult your physician to make sure your excess weight is not caused by a glandular condition.)

The new appetite wafer in the reducing package is eaten between meals as a supplementary food allowing the overweight person to eat a normal meal (cake included) without craving for more in-between snacks, according to Miss Delafield. The appetite reducer contains absolutely no drugs and its sweetness helps reduce the appetite. Any time you feel that your will power is deserting you and there is a temptation to eat fattening foods just place a wafer in your mouth and let it melt away.

"Avoid the possibility of ever developing a vitamin deficiency by eating your precious vitamins daily," Miss Delafield reminds you. The vitamin supplement contained in the package was carefully prepared by experts to conform to the standards of the Food and Nutrition Board of the National Research Council.

Miss Delafield claims that her beauty plan is the "easiest way in the world to reduce." Her 112 page book, included in the initial package, outlines a complete course for the natural way to reduce and become more beautiful. The book begins by helping you analyze your-

(Continued on page 82)

## Suede Separates

For town and country living, plan to wear these little suede "extras" with your softest sweaters and tailored wool skirts.



Inch for inch this suede weskit is the best investment we know. You can make it with a suede front and fabric back — or in suede fore and aft. Either way it is buttoned with pearl Dot Snappers that look real enough to fool an oyster. Use Simplicity Pattern 2962, 12-20, 25c. Plus John Dritz' Dot Snappers.

The build up for a skirt is a little suede belt that not only accents a



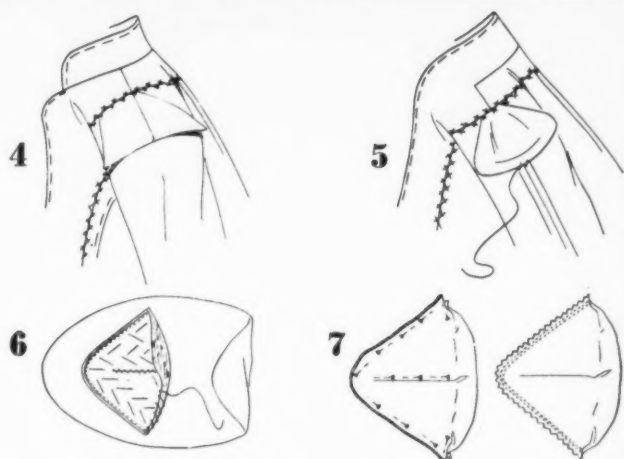
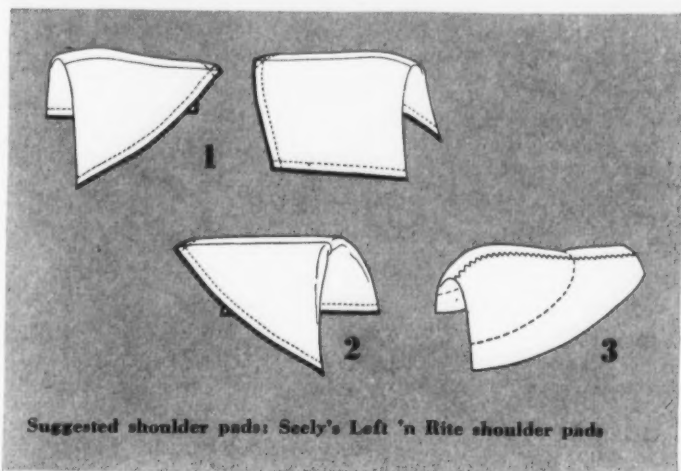
tiny waist but also makes one. If you make a suede weskit there is no extra charge for the suede for the belt. Use John Dritz's Belt and Buckle Kit in 3/4" or 1" widths.

To obtain the actual leather, Dot Snappers and Belt Kit needed to make the suede weskit and belt write to: Sills and Company, 39 West 37th Street, New York 19, N. Y. Enclose the exact amount of money with request. Sills will pay the postage and send a free booklet on how to sew on suede. Purchase notions alone at local sewing counters.

### SUEDE AND NOTIONS PRICES

Suede for weskit front and belt.	\$5.50
Suede for weskit front and back plus belt.	\$9.00
Suede for belt only.	\$1.25
John Dritz Pearl Dot Snappers.	\$1.00
John Dritz Belt and Buckle Kit \$	.59
Suede colors: Oystery white, beige, rust, benedictine, royal blue, kelly green, red, black. Additional colors upon request.	

## The Inside Story of Shoulder Pads



The choice of shoulder pads is an important one when you are making a coat or suit. Proper pads in the proper thickness give you a smooth shoulder line important for good fitting. Even with fashion showing a more natural shoulder line today, some padding is needed by most people. One manufacturer designs shoulder pads specifically for the left and right sides with a full front to fill in the hollow below the shoulder and the back tapered to conform with the natural contour of the body. (See Illus. 1)

Good shoulder pads are made with a molded felt filler so they will withstand many dry-cleanings. If your suit or coat is unlined, use a covered pad. If it is lined an uncovered pad can be used. Select the pads to conform to the type of shoulder line the garment has. For instance, choose a square shoulder pad for a set-in sleeve (See Illus. 2), and for a dolman or kimono sleeve, buy a rounded pad to achieve the natural silhouette. (See Illus. 3.)

Shoulder pads are sewn into the garment before the lining is stitched into place. Use the pads for every fitting from the very first to insure correct lines.

To sew pads into place on a shoulder line with dolman or kimono sleeves, determine position for pads, pin along shoulder line, hand-stitch pads to seam allowance of shoulder line. (Illus. 4.)

To sew pads into place on a set-in sleeve, pin into position around the armseye line, stitch firmly into place to the seam allowance of armseye and tack to top of shoulder seams near neckline. (Illus. 5.)

If the uncovered pads are made of cotton batting the less sturdy ones may break down at the armseye edge after several dry cleanings. To help them retain their shape, whip-stitch across the armseye sides using a double thread. If you wish to cover them, cut a long oval-shaped bias piece from the lining fabric. (Illus. 6.) Fold the covering in half and place the fold over the armseye side of pads. Pin the edges of cover into place and on underside, make small darts for shaping. (See Illus. 7.) Machine-stitch around raw edges and pink.



# EARL-GLO and DUCHESS

*America's leading linings for  
home sewing*



EARL-GLO and DUCHESS linings add that professional touch to your garment. They are perspiration proof, fast color and guaranteed for the life of the coat or suit. What's equally important, they lay out and cut smoothly. They sew easily and beautifully. Choose from a large collection of styles and colors and at your favorite fabric store.

For free instruction chart: THE EASY WAY TO SEW A LINING... enclose 10¢ for postage and handling to Department SF, N. Erlanger Blumgart & Company, Inc., 181 Madison Avenue, New York, N.Y.

\*T. M. REG.

75 YEARS OF LINING LEADERSHIP



## FRONT COVER

## BACKVIEWS FOR STYLES SHOWN IN THIS ISSUE







# New Fashion Stitches... so simple on a **SINGER**

No attachments needed!

**Now**, in a matter of minutes, you can turn the plainest dress into an important fashion . . . add decorative *personal* touches to blouses, lingerie, linens.

It's easy—with the clever, exciting new SINGER fashion stitches. *No attachments of any kind.* Just simple sewing does them all, on any modern SINGER\* Sewing Machine.

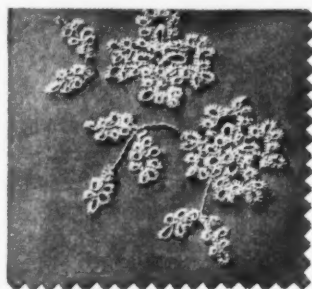
You can learn how to do the four stitches shown—and five others—all in one easy lesson at your SINGER SEWING CENTER. *No cost.* Stop in and make your appointment today!

Learn how to do these—and more—in one **FREE LESSON** at your **SINGER SEWING CENTER!**

## SPARK STITCH for a Handsome Housecoat!



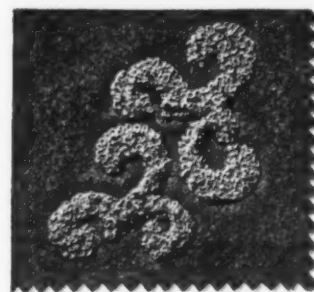
This glamorous housecoat was just another housecoat until given allure by means of a little extra time—and a new SINGER stitch! Does wonders for blouses, too. Equally pretty on taffeta, satin, rayon, wool.



## BOUCLÉ STITCH for Smart Tweed Suit-dress!



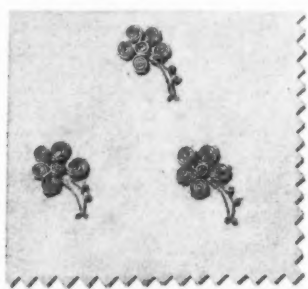
Looks like something straight from the Rue de la Paix! But no—you can do it at home. Simply make a stitch adjustment on your SINGER, and away you go—glamorizing dresses, monogramming, decorating stoles.



## CORDONNET for Enchanting Children's Clothes!



So dainty! This is what Grandma used to spend hours on—and shops still charge fancy prices for! So easy—when you learn on a SINGER! Adorable "trim" for baby clothes, big sister's organdy dresses, too.



## METALLIC STITCH for Fabulous Evening Gown!



Imagine gleaming gold on an olive green dance frock! Or daytime linen collared and cuffed with silvery swirls! All it takes is imagination—and a SINGER—to turn the drabest dress into an outfit of elegance!



Make the SINGER SEWING CENTER your fashion headquarters

There you'll find every sewing need . . . from smooth-stitching SINGER\* Sewing Machines to sewing lessons and notions. At left is the SINGER SEWING CENTER at 1010 Nicollet Ave., Minneapolis, Minn. For Center nearest you, see telephone directory under SINGER SEWING MACHINE COMPANY.

**FOR YOUR PROTECTION**, SINGER sells and services its Sewing Machines, Vacuum Cleaners, and other products only through SINGER SEWING CENTERS, identified by the Red "S" Trade Mark and the "SINGER SEWING CENTER" emblem on the window, and never through other outlets.

## SINGER SEWING CENTERS

THERE'S ONE NEAR YOU TO SERVE YOU



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# APPROXIMATE YARDAGES

All Simplicity Patterns are *Printed*. Patterns are 25, 35 or 50 cents. Yardages are in one size depending on size-range, and serve only as estimates. Check yardages for your size on back of pattern envelope before buying fabric.

No.	Pages	Size	Yards	Width
2458	72	16	2 7/8	35"
2531	63	10	2 1/2	35"
2969	64	6	1 1/4	35"
			shirt	
3092	33	16	1 1/4	54"
			slacks	
3115	67	4	1 3/4	35"
3464	72	14	1 3/4	54"
3560	60	28	4	44"
3578	58	28	2	72"
3578	58	28	1 3/4	54"
3578	59	28	2 1/2	35"
3616	72	35	3 1/4	35"
3655	42	28	1 7/8	54"
3656	25	16	2 3/4	39"
3668	64	4	2 3/4	35"
			bodice	
			skirt and weskit	
3673	38	16	3 1/4	54"
3679	65	4	1 7/8	54"
3718	58	one size	1 3/4	35"
3726	67	4	1 3/4	35"
			dress & ruffles for pinafore	
			pinafore & ruffles for dress	
3749	61	16	5 3/4	44"
3761	59	med	6 5/8	35"
3762	42	28	2 3/4	54"
3769	42	28	2 5/8	39"
3771	23	14	1 1/2	35"
3771	58	14	1 3/4	54"
3775	38	14	1 3/4	54"
			bolero	
			skirt	
3775	42	14	skirt 3	35"
3782	65	4	blouse and petticoat 1 3/4	35"
			bolero suit 1 3/4	54"
			bolero 1	54"
3783	65	10	skirt 1 3/4	54"
			petticoat 2	35"
			blouse 1 1/4	35"
3797	69	16 1/2	3 3/4	44"
3799	41	16	2 3/4	35"
3799	61	16	2 1/2	39"
3800	39	14	jacket 1 3/4	54"
			skirt 1 7/8	54"
3809	65	10	jacket 1	54"
			skirt 1 3/4	54"
			petticoat 2	35"
3813	40	28	3 1/4	54"
3822	69	16 1/2	3	54"
3839	41	16	1 1/4	35"
3839	60	16	1 1/4	35"
3840	41	16	1 7/8	39"
3841	42	28	3 3/4	35"
3841	58	28	2 3/4	54"
3841	61	28	3 3/4	39"
3844	34	16	2 7/8	52"
3858	35	14	4 5/8	35"
3866	68	16	3 1/2	44"
3868	67	4	3	39"
3881	31, 42	28	4 7/8	35"
3908	66	2	bodice and upper skirt 1	35"
			collar and lower skirt 1	35"
3909	64	4	shirt 1 1/4	35"
			pants 7/8	35"
3917	37	14	3 3/4	44"
3920	37	16	3 1/4	54"
3923	40	16	2 1/4	35"
3931	37	16	3 3/8	44"
3935	67	4	skirt, bodice, sleeves & tie ends 2	35"
			underskirt & collar 1 1/4	35"
3937	66	10	dress 2 5/8	35"
			dress contrast 7/8	35"
			petticoat 2 3/4	35"
3939	60	14	3 3/8	35"
3940	41	16	2 3/4	35"
3942	34, 50	14	3 3/4	39"
3944	68	16	2 3/4	54"
3949	51	14	quilted dress 3 1/2	35"
			dickey 3/4	35"
3951	36	16	3 7/8	44"
3953	48	25	felt skirt 1 1/4	72"

No.	Pages	Size	Yards	Width
3954	50	12	2 3/4	54"
3955	47	12	3/4 sleeves 2 1/4	35"
			short sleeves 2 1/8	35"
3956	49	12	3 1/2	39"
3957	49	12	3 3/4	39"
3958	48	12	jacket 1 1/8	54"
			skirt 1	54"
3960	66	4	2	35"
3961	67	4	dress 2	36"
			apron 2 1/4	35"
3962	64	4	dress 1 7/8	35"
			contrast 1	35"
3963	64	10	jumper 3	35"
			blouse 1 1/2	35"
3964	66	10	dress 2 7/8	35"
			contrast 1 1/2	35"
3965	44	16	2 1/8	54"
3965	58	16	1 5/8	54"
3966	68	16	4 1/4	39"
3968	25	14	jumper 2 1/2	54"
			blouse 1 3/4	54"
3968	35	14	jumper 3 1/4	39"
			blouse 1 3/4	39"
3969	24	14	4 1/4	39"
3970	33	14	4 1/4	54"
3973	37	14	5 1/4	35"
3974	41	16	quilted fabric 2 1/4	35"
3975	40	16	2	35"
3977	30	26	1 7/8	54"
3977	43	26	2 1/4	54"
3980	31	14	1 3/4	54"
3980	41	14	1 3/4	54"
			dickey 1	35"
3980	59	14	1 3/4	39"
3983	43	26	1	54"
3986	63	10	1 7/8	54"
3987	63	10	1 3/4	54"
3989	62	10	3 3/4	35"
3990	62	4	trousers and jacket 2 3/4	35"
			vest 7/8	35"
3990	63	4	jacket 1 3/4	54"
			trousers 1	54"
3991	65	4	jacket and skirt 1 7/8	35"
			bodice 7/8	35"
3992	63	4	weskit and skirt 1 5/8	35"
3992	63	4	jacket and skirt 1 1/2	54"
3993	66	10	3	35"
			contrast 1 1/4	35"
3994	19	16	3 1/4	54"
3994	33	16	5	35"
4006	22	16	see pattern envelope	
4007	52	16	see pattern envelope	
4008	27	16	see pattern envelope	
4012	59	28	1 1/4	72"
4014	30	16	striped fabric 2 1/4	35"
4014	43	16	long sleeves 2 3/4	35"
4022	29	16	4 1/2	54"
4022	44	16	4 3/8	54"
4068	71	med	see pattern envelope	
4069	70	10	see pattern envelope	
4070	70, 71	8	see pattern envelope	
4071	71	med	see pattern envelope	
4072	71	med	see pattern envelope	
4073	70	med	see pattern envelope	
4075	70	med	see pattern envelope	
8417	39	14	jacket 2	54"
			skirt 1	54"
8434	72	16	4 1/2	44"
8448	72	14	5 7/8	44"
8454	39	14	3 1/4	54"
8457	38	16	bolero 1 3/4	54"
			skirt 1 3/4	54"
			blouse 1 3/4	35"
8459	38	16	2 7/8	54"
3466	69	16 1/2	3 3/4	44"
8474	39	16	2 7/8	54"
8483	36	14	4 3/4	35"
8485	35	16	4 7/8	35"
8487	28	14	3 3/4	54"
8488	28	14	3 1/8	54"
8489	26	16	4	44"
8490	44	16	coat 4 3/8	54"
8490	44	16	topper 3	54"
8491	36	16	4 1/2	39"
8493	33	16	3 1/2	54"
8494	36	16	4 3/8	39"
8495	32	16	3 7/8	44"
8496	34	14	3 5/8	35"

## Pretty Aprons



in the kitchen — it's pretty enough to grace the living room. The four roomy pockets and bodice are edged with wide black rickrack. This is Simple To Make Simplicity Pattern 3383, sizes 12-44, 25c. Other fabrics which might make attractive aprons are denim, old-fashioned calico prints, Everglazed cottons, mattress ticking or pique.

These aprons are very practical for they wash well too.



There's no reason at all why useful things such as aprons can't be pretty too. To prove it we've whipped up two aprons out of cotton feed bags and fancy braids.

Perfect for making fudge for your best beau or even as a trick to renew an old dress is the triangular gray paisley feedbag apron above. Trim it with dangling heavy white ball fringe. This is Simple To Make Simplicity Pattern 3718, 25c.

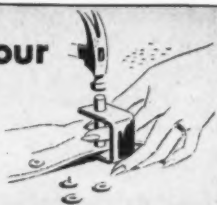
Don't hide this pinafore apron

make these pajamas  
with

**DOT** SNAPPERS<sup>®</sup>

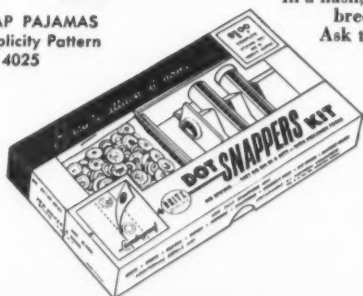
Save over an hour  
sewing time!

Nothing to sew!  
Only Dot Snappers have this  
professional attaching tool.



Why spend fifteen minutes apiece making buttonholes, when Dot Snappers go on in just two minutes? Make these pajamas the right way, the professional way, with the same fabric-flat laundryproof fasteners you find on good ready-made garments. Dot Snappers are easy to put on with the special attaching tool. You save time other ways, too, with these modern fasteners. They work in a flash, won't pop off, go through the laundry like a breeze. Be sure you get genuine Dot Snappers. Ask to see the attaching tool. At notion counters only; no mail orders, please. John Dritz & Sons, New York 10.

SNAP PAJAMAS  
Simplicity Pattern  
No. 4025



DOT SNAPPERS KIT

**\$100**

Refills 25¢

ANOTHER **DOT** PRODUCT OF UNITED-CARR FASTENER CORP.

watch

the amazing

**NECCHI**

(say neck-ee)

without attachments



sew on buttons,



embroider,

make buttonholes,



appliqué,

B

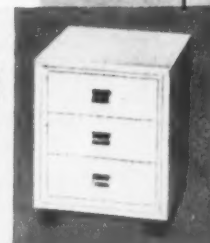
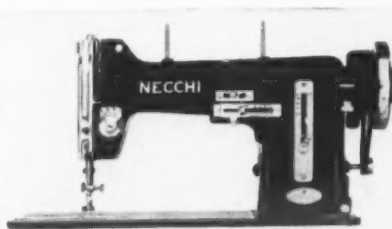
M

monogram K

There's a whole new world of sewing pleasure at your fingertips! No more hours of tiresome hand-finishing. With the Necchi, even a beginner can breeze through difficult sewing jobs. You can put in a blind-hem, sew on hooks and eyes, even stitch through leather—and *never touch an attachment!* Get a free demonstration of the amazing Necchi today!



Look for this  
Necchi Sewing Circle  
—the sign of over 1600  
authorized Necchi dealers.  
For dealer nearest you, look in  
your classified phone book.



© 1952

FREE: SEND FOR FREE ILLUSTRATED BOOKLET showing samples of Necchi sewing.

WRITE: NECCHI SEWING MACHINE SALES CORP., DEPT. G-225, 161 W. 25th St., NEW YORK 1, N. Y.  
WEST OF THE ROCKIES: NECCHI, 412 WEST 6TH ST., LOS ANGELES, CAL. IN CANADA: NECCHI, 464 MCGILL ST., MONTREAL P. Q.

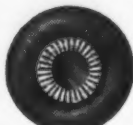


## Here's how La Mode Buttons define the fashions that make the news!

### *Making the new middy-line suit?*



In plaid? Use row on row of La Mode's handsome heraldic emblems. #827



In flannel? Important spiral design buttons by La Mode are news. #8611



Salt-and-pepper worsted? Here's a new design with the rich grain of wood. #8551



Gabardine? Let La Mode's antique-brooch buttons play up your silhouette. #8557

### *Making the new pocket-accent blouse?*



In wool jersey? Nothing smarter than La Mode's fleur-de-lis buttons. #830



In a crepe? Silvery fluting surrounds La Mode's new pebble buttons. #8589



In a print? La Mode's rhine-stone hearted bubble buttons are for you. #8532

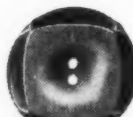


In a silk shirting? Add glitter with La Mode's new rhine-stone wreath design. #8577

### *Making the new belt-interest coat?*



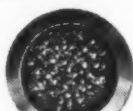
In broadcloth? Choose La Mode's dramatic new stud-centered medallions. #8578



In tweed? La Mode's shell-rimmed wafers are the smartest accent. #8546



In fleece? Use La Mode's impressively rich, dull-surfaced carved discs. #8547

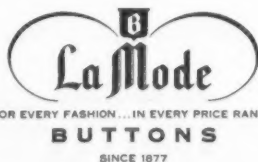


In poodle cloth? Get translucent-framed sparkle buttons designed by La Mode. #8615

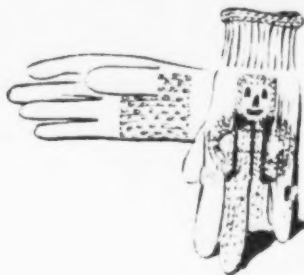
For 75 years, La Mode Buttons have made fashion news — for Parisian couturiers, American designers, and for YOU. No matter which of the new fashions you're making, La Mode makes the button that's right for it. Just visit your favorite Button Department and see. Or write us . . . we'll tell you where.



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## Warm Hands



Wool gloves to keep your tiny tots warm and entertained. Make the little man walk by moving the fingers.

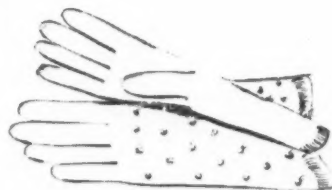
By Hansen. Approx. \$1.65.



A party-going white mitten. Hand detailed pink rosettes and rhinestones add a touch of brilliance. Mittens by Hansen. Approx. \$3.



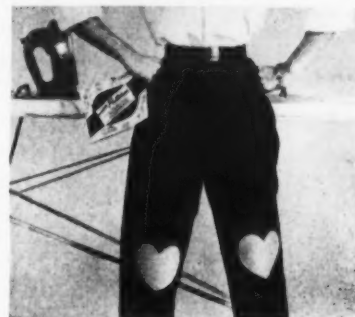
Red felt hearts encircle the wrist of these talkative white mittens. 'Cold Hands' is detailed in black, while 'Warm Heart' is in red. Approx. \$2.



A warm wool glove in a wide range of colors. The tiny white angora polka dots are hand sewn. Approx. \$3. All Hansen gloves.

## Press-On Mending

Mending can be fun when you patch-up rips, holes and snags with iron-on aids. All you need is a good hot iron, plus an assortment of David Traum's mending tapes and patches. Cut a strip to cover tear, seal with a touch of the iron.



Here are the brightest pair of slacks that ever went to college. Smack on each knee are gay red hearts that were pressed on like Decals. In denim, corduroy and cotton, these "Irontex" Patches hide tell-tale rips and add a decorative note. Patches are washable, come in many colors, and a pair costs 25c at notion counters.

Sheets and linens will have nine lives if repaired with "Irontex" Mending Tape. Or if scissors slip when cutting out a dress, back-up the hole with a tiny patch of mending tape. It comes in 10 washable fashion colors at 10c, 25c and \$1.00 per package. There is also a multi-colored package for 10c and 25c.



Your plastic apron and tablecloth will stand up to K.P. duty if mended as soon as they rip with Plastic "Irontex". A hint to remember — always use a cool heat and a pressing cloth between plastic tape and iron. Plastic "Irontex" repairs plain and printed fabrics, sells for 10c and 25c per package in a clear color only.

You don't need a "magic carpet" for your rug to lead a long and useful life. When binding starts to fray, press-on a new edging with "Irontex" Rug Binding. In 12 colors at 15c and 25c a yard.

## About the House



Wrap-around housedresses are so practical and easy to slip on and off. This one-piece plaid dress has a bow belt which wraps around the waist. An easy skirt with two huge roomy pockets. Simplicity 4015, 12-42, 35c.



A scoop neck dress which is so 'Simple to Make'. Easy to wear over your party clothes when cooking for company. Transfer for appliqued flower included in pattern. Simplicity 4009, 12-20, 35c.



One-piece wrap-around dress with sweetheart neckline. The wide waistband forms an empire midriff and continues around the back to button. Perfect for house wear, or afternoon company. Simplicity 3967, 12-20, 35c.



A gay print takes to a wrap-around dress with contrasting mandarin-like collar and cuffs, trimmed with rick-rack. The dress is styled to lap over in back and button at the neck. 3945, 12½-24½, 35c.

All Simplicity Patterns are printed.

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Backviews for Pages 53 to 55



1961

2172

2543



3728



3910

3938

3988



4058

4061

4062



4064

4066

## A New Way To Reduce

(Continued from page 74)  
self and your eating habits. Pages are filled with suggestions of non-fattening foods. There are three different types of menus from which to choose. Other features of the book are: possible signs that will help you detect vitamin deficiencies and how to correct them; posture habits and instructions on easy "roll-away movements" to help you lose inches; personal grooming habits; proper hair styles; a complete make-up study, and good emotional habits to influence your good health.

Miss Delafield concludes her book by stating, "If, at the end of one month, you have lost all the weight you desire to lose, start now to eat Normally and Naturally." Eat larger portions of the foods which will give you the minerals, vitamins and proteins needed for good health (fruits, vegetables and meats). Cut down on the fatty and oily foods that tend to make excess weight.

## From a Reader's Notebook

by Lee Greene

Each Fall, my two young daughters look forward joyously to the first day of school. The clothes they wear on that bright beckoning day are as important to them as their first dance dresses will be later.

The girls and I planned their back-to-school dresses together. Susan chose Simplicity Pattern 3836 because she liked the square neckline with the crisp white dickey inset. Her fabric is a heavy woven cotton plaid of mustard yellow, royal blue, and red. Linda has a smaller plaid of grey and green on white, made from Simplicity Pattern 3665.

Just from habit I sewed up a few neat white blouses which fill in so nicely in early Autumn with cotton dirndl skirts, and later with wool ones. Pattern 2531 is most adaptable and a great favorite here.

This year I became very ambitious and decided to cut down on the high cost of children's coats by getting a good buy on several pieces of wool and making the coats myself. The bright orange made a beautiful double-breasted princess coat for Susan. A soft brown was used for the bound button holes, pocket trim, and collar. The whole outfit was lined in Skinner's Sun-Bak satin. The pattern for the coat is especially smart — Simplicity Pattern 4027. For Linda we selected a bright red coat material and added a fake fur grey collar and hood. The five Costumaker buttons down the front are of gold, the lining of navy blue and the style, Simplicity Pattern 3697.

My girls lead such active lives after school, that I made up special under clothes for them — most important — some pretty petticoats using Simplicity Pattern 2558. Some of the petticoats are trimmed with fabrics to match their dresses. I also made the girls matching panties to go with a few of their outfits. Simplicity Pattern 2529 is snug fitting but ample and very easy to make. I cut out all the panties at once, sewed up the seams, and let the girls thread the elastic. With a well-placed ruffle for decoration these panties can be used during warm weather for shorts, worn with a matching halter top.

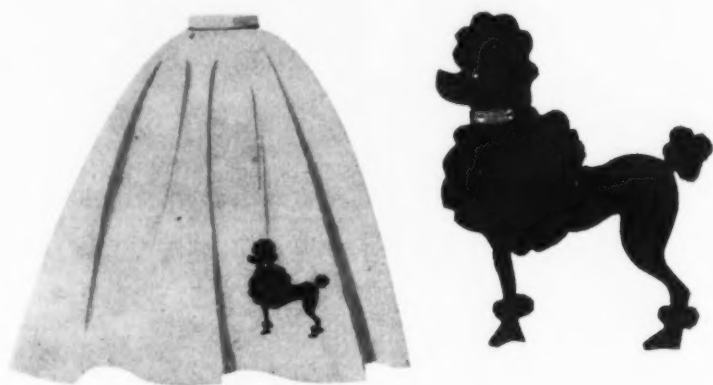


## Press-On Designs



Here are three "Felt Press-On" designs to accent your favorite outfit.

Above, a skating outfit to make a girl the belle-of-the-ice. Her double-breasted weskit nips at the waist, fits smoothly over a whirling half-circle skirt. Weskit and skirt, 4076, 4-14, 35c. Around the skirt, "Felt Press-Ons" of several skating figures.



Big sister or Mother will adore this skirt in a half-circle made of wool or felt, buoyed out with petticoats. Skirt, 3881, 24-32, 35c.

Near the hemline a very saucy black French poodle "Felt Press-On" with a fake fur ruff at the neck, tail and around each ankle. Designs are available at pattern or notions' counters in department stores.



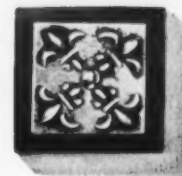
For the youngest in the family a blouse and jumper fashioned with suspenders that button. Blouse, jumper and bolero, 3782, 1-6, 35c. The Three Bears march across her skirt. These dry-cleanable felt motifs are applied by ironing on. For further information write to: "Fashions for Fun and Function", Cresskill, New Jersey.



*"I prefer to work with wool"*



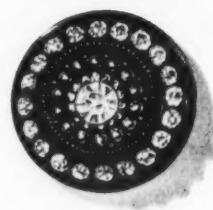
*"I prefer to work with silk"*



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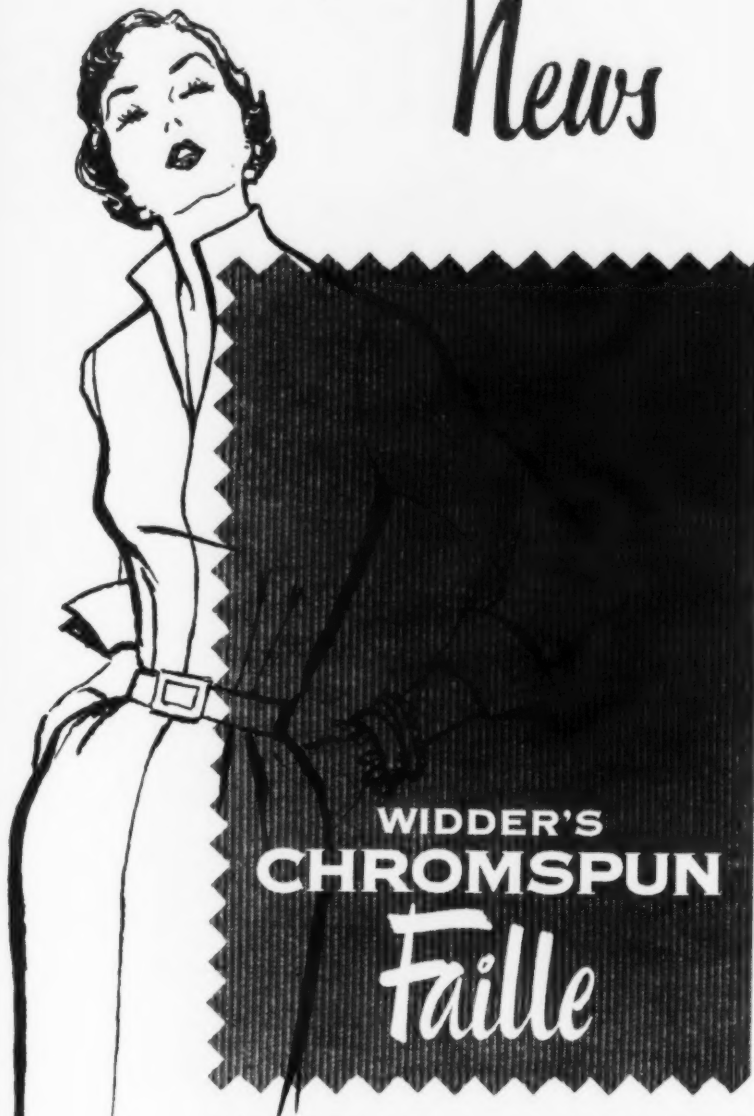
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Yardages are in one size depending  
on size-range, and serve only as esti-  
mates. Check yardages for your size  
on back of pattern envelope before  
buying fabric.

No.	Page	Size	Yards	Width
1961	..55	Med.	1 1/4	..54"
2172	..55	Med.	3 1/2	..54"
2543	..55	10	1 1/4	..54"
3728	..53	21"	dress . 1 1/2	..35"
			pinafore . 1 1/2	..35"
			petticoat . 3/4	..35"
			skating dress and hood . 1 1/2	..35"
			panties . 1/4	..35"
			pajamas . 1 1/2	..35"
			robe . 5/8	..35"
			coat and hat . 5/8	..54"
3741	..54	One Size	misses'	
			apron . 1 1/4	..35"
			child's apron . 1	..35"
3910	..55	1	1 1/4	..35"
3938	..54	10	2 3/4	..35"
3988	..54	10	4	..35"
4058	..55	4	3	..35"
4061	..55	One Size	2 3/4	..35"
4062	..54	One Size	2 1/4	..35"
4064	..54	16	3 3/4	..35"
4066	..54	22"	View 1 hat . 1 1/2	..35"
			View 1 bag . 3/4	..35"
			View 2, hat and bag . 7/8	..35"



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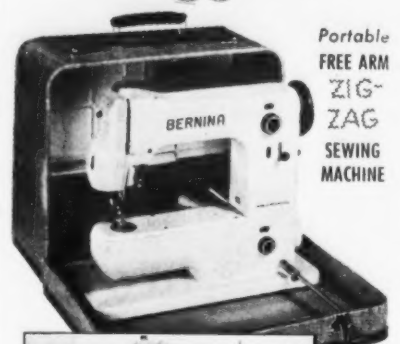
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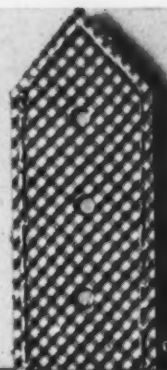


Mighty Sharp! The perfect little sewer never lets her scissors get dull. She sharpens cutting edges with John Dritz's Scissor Sharpener. Your Sharpener anchors to the table with a rubber base. \$1.00 at notion counters. John Dritz, 1115 Broadway, N. Y., N. Y.



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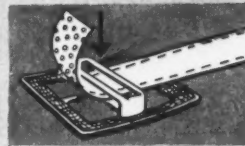
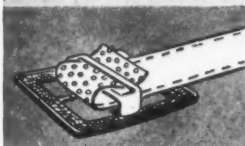
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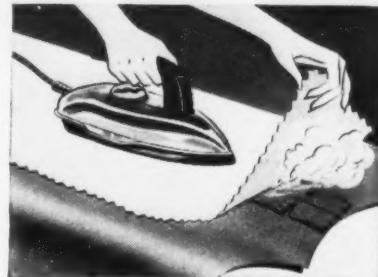


This is our Book of the Month Selection. It's "Service Your Sewing Machine" by Max Ingwer. Gives step-by-step instructions for fixing thread breaking, loose and uneven stitches and many other troubles that cause machines to work improperly. Send \$2.00 to: Sewing Publication, 1141 Broadway, N. Y., N. Y.

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Give a professional steam press to all your home sewing. Press darts, seams, hems, pleats and entire garments with the Weaver Pres Kloth and any iron. Safe to use on any fabric. No stick! No shine! Keep your everyday garments tidy too. For pressing hard-to-reach places use the Weaver Pres Mit. (79c) or Pres Mit. Jr. (39c). Ask for these Weaver products at your department store or at any Singer Sewing Center.



WEAVER PRES KLOTH CO., Omaha, Nebr.



**No. 1 — 700 NEW BUTTONS only \$1**  
Hundreds and hundreds of beautiful buttons . . . all colors, designs, and sizes. You can have "dozens" of "sets" for dresses, etc. These are "left-overs" of large manufacturers who make buttons for makers of expensive blouses, dresses, shirts and other fine garments. A TREMENDOUS BARGAIN! SEND NO MONEY! Pay postman \$1.00 plus postage.

**MORE BUTTON BARGAINS!**  
**No. 2 — 300 Deluxe Pearl Buttons \$1**  
All-purpose domestic pearl buttons of fine quality. Various sizes, designs and assorted colors. Just the thing for blouses, shirts, jackets, baby clothes, etc. Unusual Bargain!

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Assorted sizes from 1/4 to 1 1/2 inch. Fine for blouses, shirts, and children's garments, etc. ALL WHITE fresh water pearl, serviceable and of a good quality.

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New, first-quality plastic buttons, 6 different sizes, 6 different patterns, perfect for all types of garments.

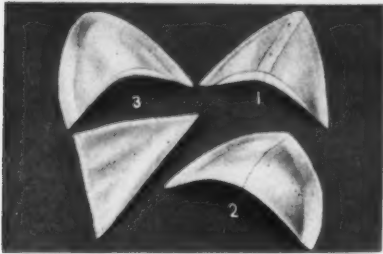
### SPECIAL OFFER!

All 4 of the above assortments for only \$3.00. Include 25c extra for postage and handling on each \$1.00 order, 35c extra on \$3.00 orders. Also sent C. O. D. plus postage. **SATISFACTION GUARANTEED** or purchase price refunded. You take no chances. Supply limited, order NOW!

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## Sewing Circle



**4** pairs of shoulder pads for **\$1**

Yes, the Mako Shoulder Pad Co., Manufacturers of shoulder pads for the leading dress manufacturers, is now giving you, the consumer, the opportunity of buying directly from them without any middleman and retailer's profit.

Think of it — 3 pairs of shoulder pads of your choice in any combination, plus 1 FREE pair of blouse pads with every order — 4 pairs of pads for the price you would normally pay for 1 pair.

Make your selections from these fashion favorites:

1. The popular **Snap-Pad** — snaps in and out of garments, can be removed when cleaning or for use in another garment.

2. The **Slope-Pad** — for that soft shoulder Paris look, a renease taffeta, tulle shoulder pad — Machine molded to retain its shape always — the finest slope pad made!

3. **Rubber Pad** — Now, at last a really washable celanese taffeta rubber shoulder pad, tested by the U. S. Testing Company and guaranteed not to "swell up" — when washing or dry cleaning!

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Select any combination of three pairs. Just put the number you want in the box before each style and with your order we will send you **Free** 1 pair of ever-useful blouse pads. Pads are black or white, check which you prefer. Act now and get your 4 pairs of top style shoulder pads for the unbelievably low price of \$1.00. Clip coupon and mail today!

Mako Shoulder Pad Co., 145 W. 18th St.,

New York, N. Y.

Enclosed find check ☐ money order ☐ cash ☐ for:

.. Snap pad(s) .. slope pad(s) .. rubber pad(s)

☐ black ☐ white

Name .....

Address .....

City..... Zone..... State.....

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Why waste your life in an office or factory when you can become an expert milliner! **Make hats at home**, open a shop, or become a design consultant. Many Louie Miller graduates earn from \$15 to \$25 a hat, and have all the business they can handle. You can learn expert millinery at home, in spare time, within months. Illustrated lessons make every step clear — no previous experience needed.

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Whether you plan millinery as a full-time career or a profitable, spare-time hobby, you'll enjoy the privilege of buying extra materials at wholesale prices. This feature saves money—assures extra profits. Only Louie Miller School offers you so much training—so much equipment and material—so many other benefits.

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Send for valuable, 20-page booklet entitled, **How to Become an Expert Milliner**. Find out how you can embark on a new, exciting full-time career—or start a money-making spare-time hobby. Just mail coupon or send post card.

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In the Pink are the new 7½"

Wiss Pinking Shears. These lightweight shears cut a neat, corrugated way through the widest possible range of fabrics, including the bulky and fragile. A wonderful feature—tiny hands can pink without strain. C-7 model with black handles, \$6.95. J. Wiss & Sons Co., Newark 7, N. J.



**Soft Shoe Act for Baby!** For the youngest member on your holiday list, make a pair of these toasty warm sock shoes. Each pair has washable, plastic soles lined in wool. Knit or crochet them in four adorable styles. The Baby Bootie Pax contains yarn, soles, instructions and a gift card. White, pink, blue, yellow, green. Price \$1.39. Tuxedo Yarn Co., 36-16 Main Street, Flushing, N. Y.



**Baste no more my lady!** John Dritz has a little Automatic Pinner for tacking seams, pleats or hems in place. Simply press pinner and fabric is pinned automatically. Pins can be removed easily. Automatic Pinner retails for \$1.29. Pinner refills 25c. John Dritz & Sons, 1115 Broadway, N.Y., N.Y.

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Now Serval brings you a fine, high-grade zipper of superior quality for only 10c. See the complete color range of SERVAL ZIPPERS today at Notion Counters everywhere. For neck-openings, dress and skirt plackets and other uses. 5", 6", 7", 8", 9", 10" zippers — 10c. Slightly higher for longer lengths.

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Nothing to assemble.

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Professional results with  
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Washable, drycleanable,  
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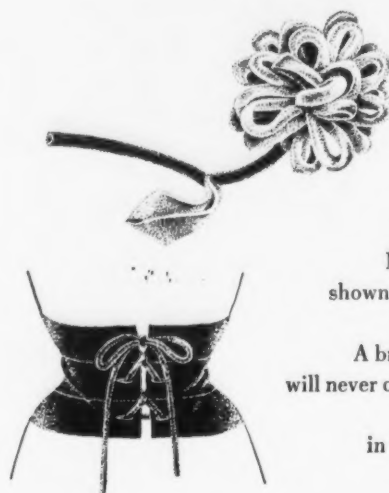
Available in all popular  
sizes on the black and red card  
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**Ribbon Accessories**

Eye-catching accessories to  
enhance your Fall wardrobe.  
Make them yourself — the three  
shown here were all made quickly and  
easily from Martin's ribbons.

A bright red flower you can be sure  
will never crush made with Martin's velvet  
rope ribbon. Fashion several  
in different colors to give as gifts.

Above: make this handsome cinch belt  
by combining three widths of  
velvet ribbon — buttonholes serve as  
eyelets for the velvet rope lacing.  
Right: a wide silk and rayon ribbon trimmed  
with velvet makes a versatile  
ascot to lap and pin as you will. For  
instructions send a self-addressed  
stamped envelope to: **RIBBON CRAFTS,**  
Simplicity Pattern Book, 200 Madison  
Avenue, New York 16, New York

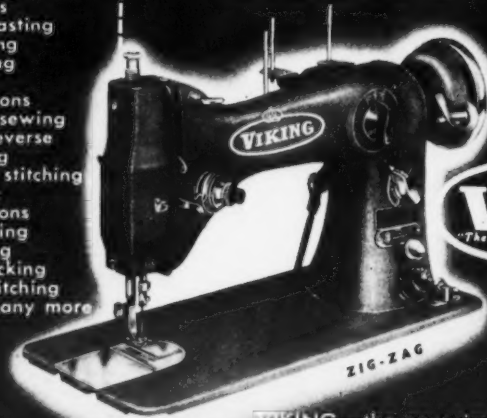


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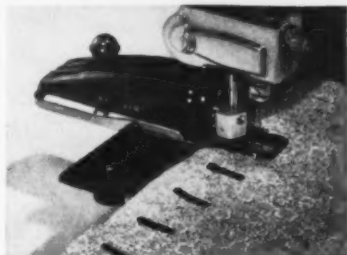
See your neighborhood dealer or write to:

**CONSOLIDATED SEWING MACHINE CORP. DEPT. SP • 1115 BROADWAY, NEW YORK 10, N. Y.**



## What Your Sewing Machine Can Do

The dress that rates our Fall cover is a gray coat-dress with crisply tailored details. Its fortune lies in the wide buttoned cuffs and line of buttons from the short lapels to just-below-the-waist. Dress featured is 3994, 12-20, 35c.

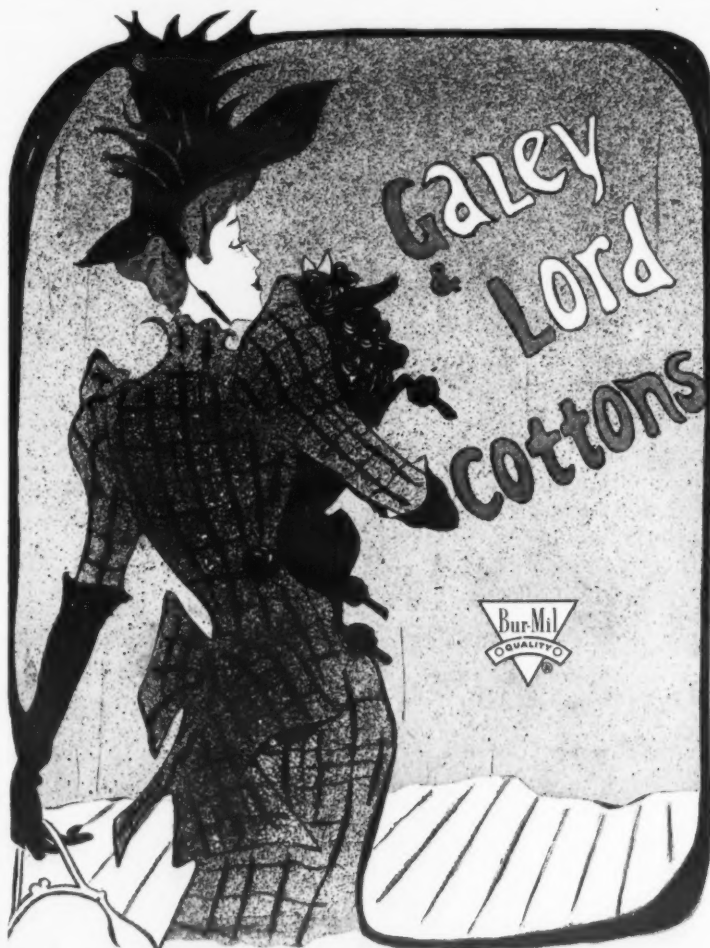
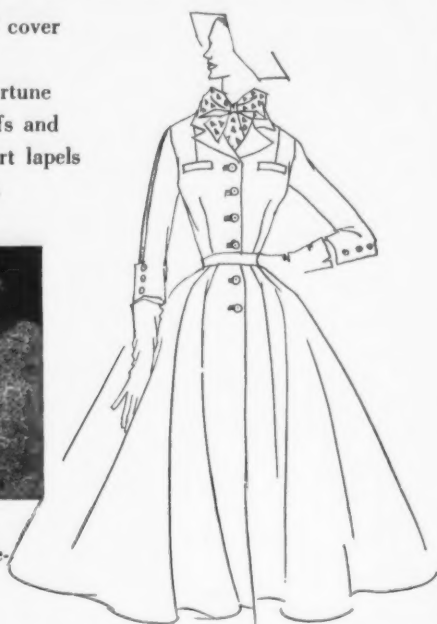


Behind every button on your coat-dress is a precise machine-made buttonhole, or a professional looking bound

buttonhole. Each one is exactly the same size as its neighbor, and finished with a custom-made touch. For standardized buttonholes on your dresses, suits and coats always use your buttonhole attachment.

To help you make a bound buttonhole using the buttonhole attachment, White Sewing Machine has worked out a new pamphlet giving step-by-step instructions. We think every home sewer should have a copy of "The White Magic Bound Buttonhole" in her sewing basket.

To obtain your free copy of this booklet write to:  
White Sewing Machine Corp., Cleveland 1, Ohio.



GALEY & LORD, 1407 BROADWAY, NEW YORK

## MOORESVILLE "Fashions-by-the-Yard"

Some of the smartest ready-to-wear fashions you've admired and worn are made of lovely Mooresville fabrics. *Now you can make* clothes of these fine Mooresville materials. Available at fabric counters in better stores! You'll be delighted when you see how reasonably they're priced. Mooresville fabrics shown are completely washable, with vigorized finish for crease resistance, spot resistance, longer wear:



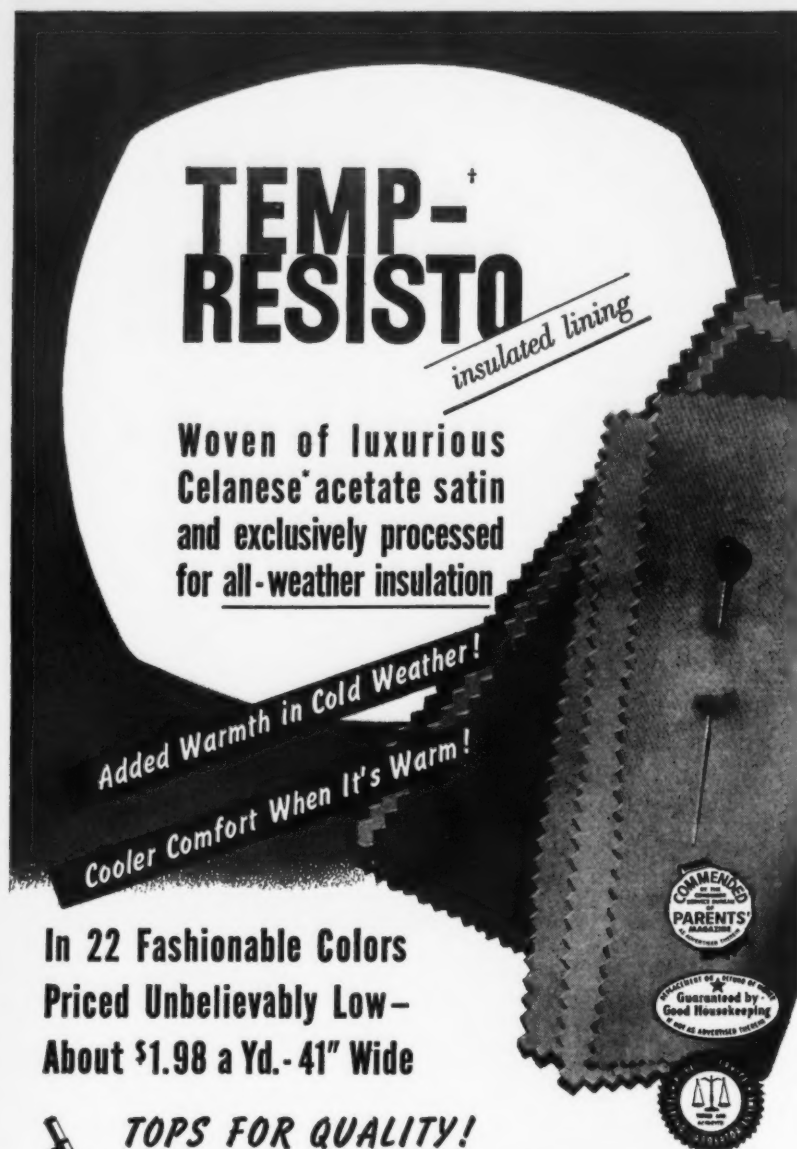
### Other Mooresville fashions-by-the-yard:

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*insulated lining*

**Woven of luxurious Celanese acetate satin and exclusively processed for all-weather insulation**

*Added Warmth in Cold Weather!  
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About \$1.98 a Yd. - 41" Wide**

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Temp-Resisto's top quality has been tested and approved by Good Housekeeping, Parents' Magazine, and Public Service Testing Laboratories.

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Temp-Resisto insulated linings give you the best value at the lowest price.

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Temp-Resisto's exclusive process keeps you comfortable all year 'round. Its lighter-weight construction provides less bulk and its porous structure allows your body to "breathe".

**EASIEST TO SEW!**  
Temp-Resisto's insulated linings can be cut, sewn, and pressed as you would any other lining. They are supple with excellent drape and shape retention.

**MOST PRACTICAL!**  
Temp-Resisto insulated linings, woven of Celanese acetate, assure you of unusual durability. What's more, these linings can be dry cleaned without impairing their beauty or quality.

COMMENDED BY PARENTS' MAGAZINE  
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## TEMP-RESISTO IS THE PERFECT INSULATED LINING FOR WOMEN'S, MEN'S AND CHILDREN'S APPAREL

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Bloomingdale's.....New York, N. Y.	Olds & King.....Portland, Oregon	B. M. Behrens Co., Inc.....Juneau, Alaska
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Stix, Baer, & Fuller.....St. Louis, Mo.	Miller-Rhodes.....Richmond, Va.	Sears, Roebuck & Co.....Kansas City, Mo.
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May Co.....Los Angeles, Calif.	Hale's.....San Jose, Calif.	Sears, Roebuck & Co.....Atlanta, Georgia
Strauss-Hirshberg Co.....Youngstown, O.	Moe, Ltd.....Boise, Idaho	Sears, Roebuck & Co.....Memphis, Tenn.
Walker's.....Long Beach, Calif.	S. S. Sencenbaugh Co., Inc.....Aurora, Ill.	Sears, Roebuck & Co.....Dallas, Tex.
Walker's.....San Diego, Calif.	Raymonds, Inc.....Boston, Mass.	

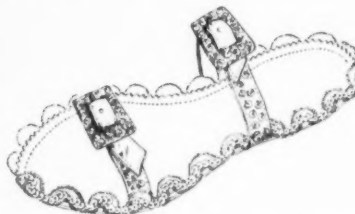
For other stores nearest you, write  
**HAROLD MERBER • 228 WEST 39th STREET, NEW YORK 18, N. Y.**  
 \* Reg. U. S. Pat. Off. Exclusive Retail Distributor † Trademark

## Button Ideas

Spark-up your at-home ensembles with colorful accessories made with Prims "Cover-your-own" buttons. A wide cinch belt trimmed with sequins. Cover the buttons with wool jersey and fasten a sequin on each. Narrow braided felt forms the lacing.



A wonderful bare slipper you can make yourself. All you'll need is a pair of inner soles, a little felt, a few packages of colorful sequins, and two Prims' buckles to be covered with wool jersey. Delightful little slipper to slip into after a hard day of work.



Add a gay touch to your tapered petal pushers by making a pair of matador ties of felt. Fasten sequins to the ends of each tie.

For free instructions write:  
 William Prym Inc., 350 Fifth Ave.,  
 New York, New York.



## News in Sewing Thread

There are many new fibers and blends in fabrics appearing on the market today. Along with the trend, sewing threads of these fibers are being developed for home use.

One of the newest of these threads to be introduced to the consumer is made of "Dacron", a du Pont polyester fiber. This thread is made and distributed by the Spool Cotton Company under the brand names of J. & P. Coats and Clark's O.N.T. "Dacron" thread is a three-ply construction, very strong, smooth, pliable, shrink-resistant and has a subdued luster.

This is an all-purpose thread that can be used on all fabrics. At present it comes in white only on 300-yard spools and is available at notions' counters in department and five and ten-cent stores.

"Dacron" thread is as simple to use as a mercerized thread—machine tensions, needles and length of stitch do not have to be changed. In hand sewing it does not snarl, threads easily and cuts without fuzziness.

It is important to select your thread with care when sewing fabrics which are made from nylon, "Orlon" or "Dacron". This thread is most suitable for these fabrics because it does minimize these fabrics' natural properties such as strength, long wear, washability and quick drying. Thread made of "Dacron" also resists stretching during sewing and therefore eliminates puckering. Also it will not scorch when a warm iron is used. Another miracle of this thread—it holds its whiteness.

Nylon sewing thread has been available to the home dressmaker for several years. Although it is particularly good for sewing on nylon fabrics, it is also excellent as an all-purpose thread. You will find J. & P. Coats and Clark's O.N.T. nylon thread at notions' counters in a large range of colors. You can purchase it in 50-yard spools or white only in new 300-yard spools.

Development is being done constantly on new threads. When you are sewing on fabrics that are blends or are entirely woven from the new fibers select your thread carefully to get the best results.



## 50 ACTUAL FABRIC SAMPLES FREE

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FOR ALL FALL WARDROBES

choice, selected fabrics for  
school girls  
young college women  
and the young matron

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CONTAINS new  
radiant fabrics in  
enchanting tones;  
including a lovely  
selection of brid-  
dal material and  
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you can have the complete wardrobe you've  
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afternoon or enchanting evening-wear; add a  
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Smart handbags to  
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**Fa-Cile**  
Spring Fasteners

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## Shades of Nylons

Color will be important for Fall  
and Winter wearing, not only in  
your clothes wardrobe, but also in  
your accessory wardrobe. Shoes  
take to such colors as deep red,  
luggage brown and Winter green.  
And with this trend hosiery shades  
will be a little lighter than last  
year to complement your costume.

Hosiery manufacturers have  
taken into careful consideration  
this emphasis on color in making  
their Fall stocking shades.

Glen Raven offers you six new  
beautiful shades in both their full-  
fashioned nylons and the seamless  
"Microclear" mesh nylon hosiery.  
Their shades have been well plan-  
ned to go with all the important  
colors you will wear in clothes as  
well as shoes. The six new tints and  
suggested colors to be worn with  
them are as follows:

1. "Dusk" — a neutral tint. With  
this shade wear blacks, deep browns  
and the yarn-dyed gray fabrics.

2. "Taupe" — a real taupe shade  
with a slight blue tint in it. This  
stocking is to be worn with blacks,  
bright and dark navies, grayed  
blues, Italian blues, turquoise and  
the reds. This shade is especially  
good if you are wearing deep red  
shoes.

3. "Bronze" — a nylon stocking  
with a reddish-brown caste in it.  
With this wear shades of sand,  
Terra Cotta, burnt sugar or molas-  
ses brown.

4. "Bittersweet" — a copper  
tinted stocking. Consider wearing  
the shade with your costumes of  
copper and benedictine tones.

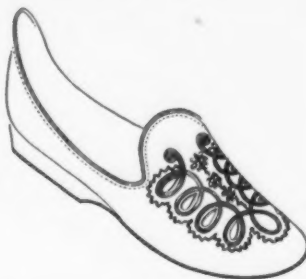
5. "Beige" — a true beige tint  
with a yellowish cast to it. If your  
costume is in olive, bronze green,  
laurel, bottle green or even a shade  
of avocado, wear this shade of hos-  
iery. It goes well, also, with the  
brown family of colors.

6. "Mist" — a shade of mauve-  
taupe. This, too, is a neutral tint,  
good for blacks and greys.

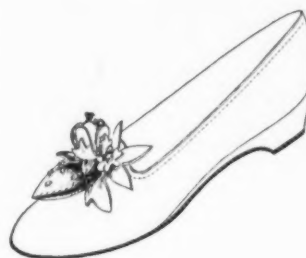
Two shades, "Aurora Beige" and  
"Dawn Blush" have been continued  
from Glen Raven's Summer line be-  
cause of their great popularity.  
They give a bare-leg feeling and  
are especially good for evening  
when you are wearing open sandals.

It's a season of color so consider  
your hosiery shades as you do your  
costume colors.

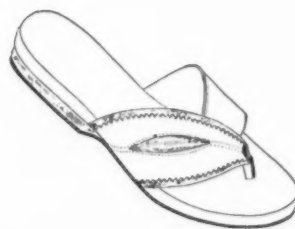
## Lamplighters



Complete your at-home ensembles  
with comfortable slippers designed  
for leisure and entertaining by  
Joyce Shoes. The "Toreador Pump"  
is available in red and gold  
velveteen, embroidered trim of black  
and gold braid. Wear them with  
your very full velveteen skirts  
or tapered slacks. Approx. \$8.95



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Wear this with your most elegant  
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## how to choose the right shoulder pad



designers and women  
who sew — choose

## Seely

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Whatever the style—there's a custom-molded Seely Shoulder Pad for you! Sew-in, snap-in or bra-strap styles. All Seely Shoulder Pads are made from highest quality materials with the same fine care and design that distinguishes custom tailored clothes.

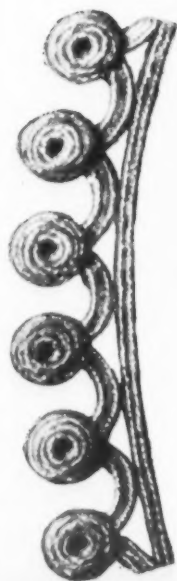
At Singer Sewing Centers  
and better stores everywhere.



**FREE!** Send today for complete information on "HOW TO CHOOSE A SHOULDER PAD"

SEELY SHOULDER PAD CORPORATION  
265 West 40th Street, New York 18, N. Y.

## Try Trimming With Braid



Some of the top designers this season are using braids to trim and accent their clothes — on everything from dresses to bathing suits. Then too, wonderfully bumpy, zigzaggy and curlique braids fit right in with the texture trend.

Above we show a little spencer made very Spanish in feeling by means of black ball fringe inserted in the seam. To do this, baste the braid in the sleeve seamline, baste the back of the jacket to it and stitch inside. The braid outlining the jacket can also be stitched in the seam or sewn by hand. This is Simplicity 3790, sizes 11-18. 35c.

An important part of trimming with braid is to make sure you have measured enough for any single job because it's difficult to patch. If you are doing an irregular design plot your design with string and then measure the string for yardage.

YOU can learn to do



BEFORE



AFTER

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competition. Anyone with normal sight (with or without glasses) and normal use of fingers can learn this dignified work through our course. Perfect way to add a skill, add an income. Wonderful for women who need money but have trouble getting around.

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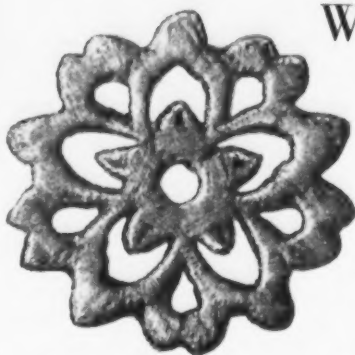
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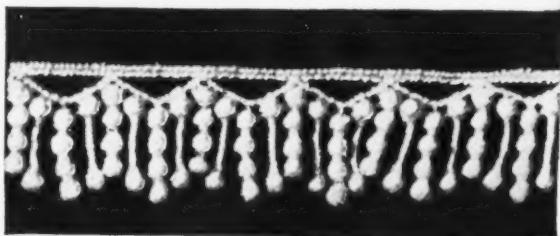


Before you start applying the braid, turn back the ends and whip them to prevent unraveling. With ball fringe and similar braids, center the little dangles or design on the seam, or center of the neck, so they'll be even.

For the pedal pushers shown (Simplicity 3578, waist sizes 24-32, 25c) the braid may be top stitched by hand with a regular running stitch. For the halter, below, baste the braid to the band and then top stitch. The pattern is Simplicity 3839, 12-20, 25c.

Try to be original in your use of braid. Make free-form designs at the bottom of a quilted skirt or try redoing last year's sleeveless blouses. They'll look like new.

Braids shown here are from Franken Trimming Co.



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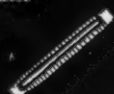
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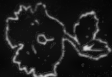


Make Buttonholes

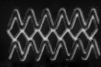


Monogram

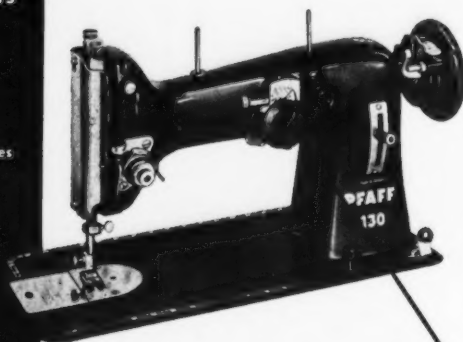
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half-leather, \$16.95 with  $\frac{1}{4}$  yd. fabric.

Above: printed faille clutch purse.

Matching sandal has pleated vamp, open toe.

Top right: Cotton calico print combined with

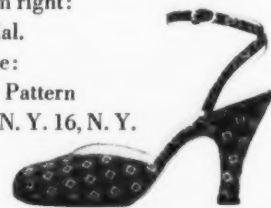
leather heel and strap. Bottom right:

All-over corduroy print sandal.

For further information write:

Accessory Editor, Simplicity Pattern

Book, 200 Madison Avenue, N. Y. 16, N. Y.



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## Shoes to Match



Above: we've chosen a sling-pump with pleated vamp for "The Dress with a Suit Life" featured on page 22.

Matching all-over wool fabric, \$14.95 with  $\frac{1}{3}$  yd. fabric.

A combination fabric and gun-metal patent take to a classic opera pump for our Cover dress. \$16.95 with  $\frac{1}{4}$  yd. fabric. A gun-metal patent box purse to match shoe leather. (all leather purse \$15.50 federal tax included).

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Small brown and white check wool fabric, styled to match box suit on page 28, combined with brown calf.

For half-fabric and half leather shoe (\$16.95 with  $\frac{1}{4}$  yard fabric). Matching all fabric bag, leather handle. (\$10.50 federal tax included, with  $\frac{1}{2}$  yd. fabric.) Note:

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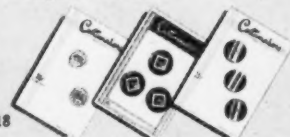


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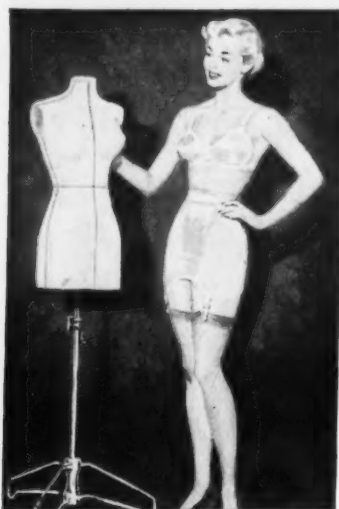


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